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For buyers and sellers of radio advertising

U.S. RADIO

VOL. 4—NO. 1

JANUARY

1960

35 CENTS

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in MINNEAPOLIS ST. PAUL 2nd*

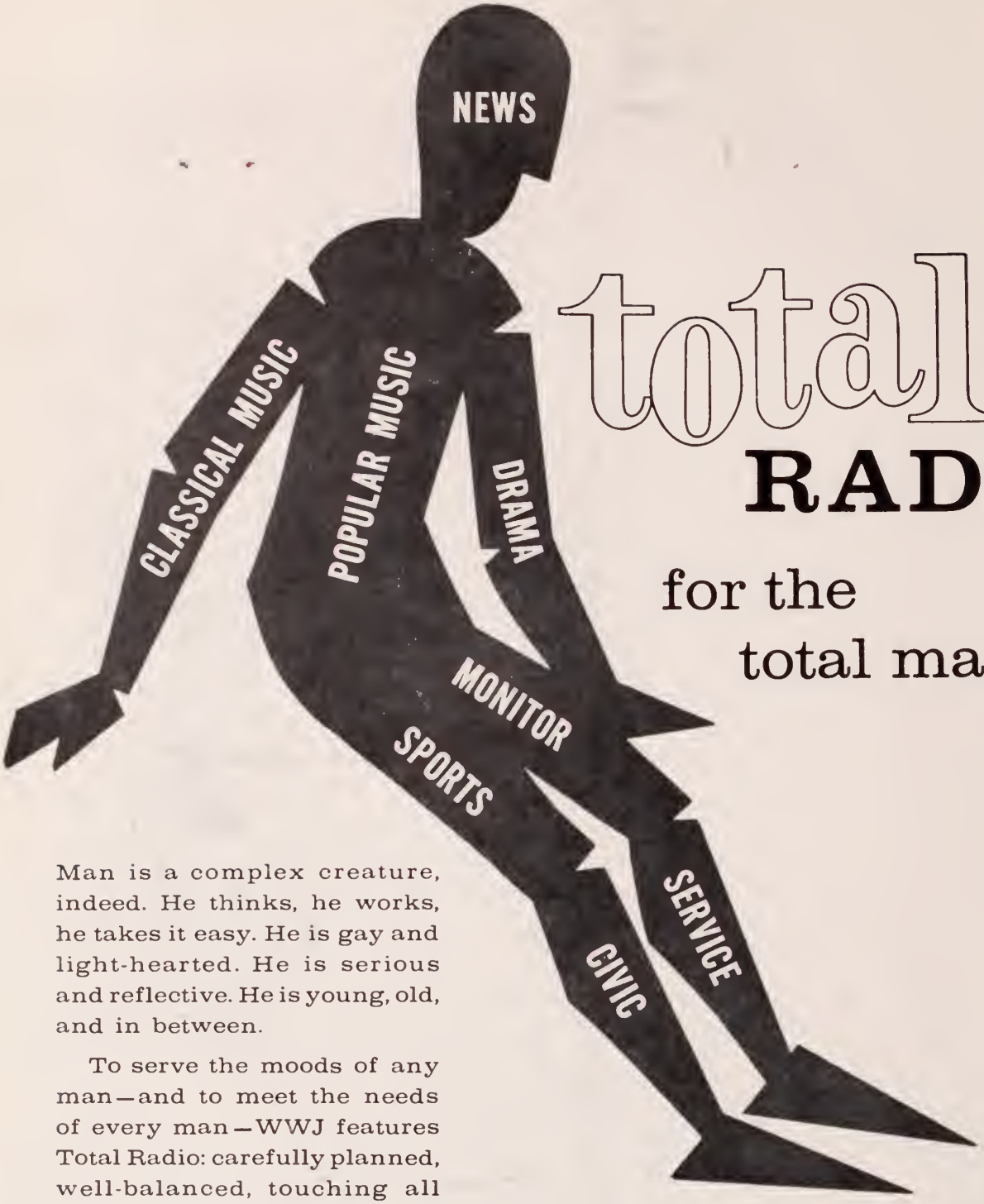
DIAL 10 OR 100

WPBC ADULT RADIO

Adventures in Better Listening

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* DETAILS WILLIAM V. STEWART, PRESIDENT
Daren F. McGavren Company · Representatives



total RADIO

for the total man

Man is a complex creature, indeed. He thinks, he works, he takes it easy. He is gay and light-hearted. He is serious and reflective. He is young, old, and in between.

To serve the moods of any man—and to meet the needs of every man—WWJ features Total Radio: carefully planned, well-balanced, touching all facets of human interest.

In 1960 Detroit, sell your product to every segment of the buying public—to the Total Man—with Total Radio on WWJ.

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

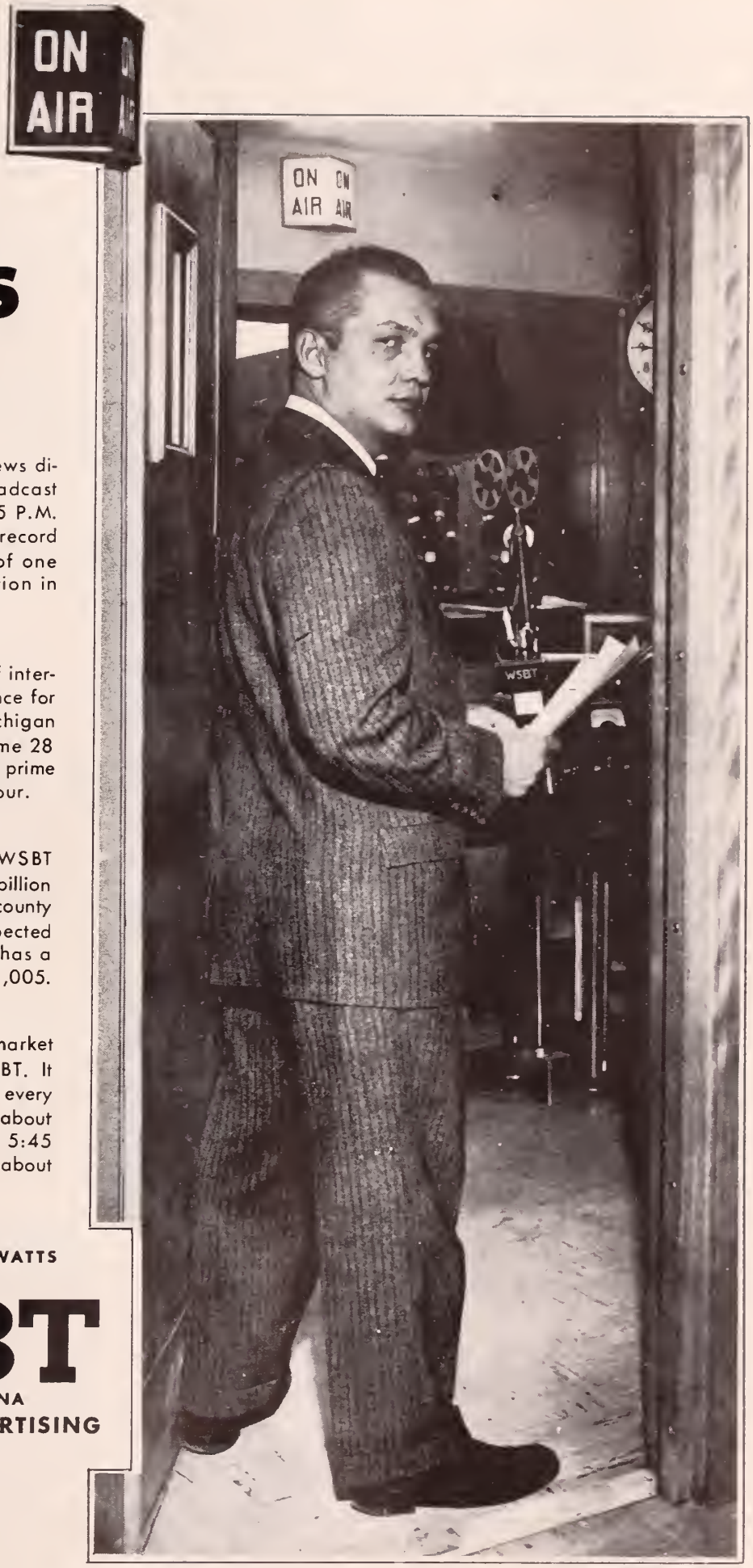
TEN SECONDS to 7500

Late in 1960, Bob Hoyt, WSBT's news director, will enter this studio to broadcast the 7500th edition of WSBT's 5:45 P.M. News Show. This probably is not a record for the consecutive broadcasting of one program, but the show is a tradition in WSBT radio-land.

The 5:45 News covers the events of international, national and area importance for an audience in 36 Indiana and Michigan counties. And as has occurred for some 28 years, the program is broadcast at a prime period in this area . . . the dinner hour.

Evidently the dinner tables in the WSBT area are well set. Last year over ½ billion dollars were spent on food in this 36 county market. However, this should be expected when it's considered that the area has a yearly buying income of $3,349,051,005.

To cover this big South Bend radio market you need only one station . . . WSBT. It dominates every 15-minute segment of every broadcast day! See your Raymer man about remaining availabilities on "The 5:45 News" and for complete information about WSBT'S rich market area.



5000 WATTS
960 KC

WSBT

SOUTH BEND, INDIANA

FIRST IN SOUND ADVERTISING

Paul H. Raymer Company
National Representative

PEOPLE work–play–*LIVE* by RADIO!





WHO Radio Reaches From 18% to 35% of the Total Radio Audience in 93 "Iowa Plus" Counties, Sign-On to Sign-Off!

PULLIN' or pitchin', farmers are businessmen who rely heavily on radio to keep them informed on up-to-the-minute weather and market conditions. They and their families get even *more* from radio than *you* do.

But it's important to remember that there are even vaster differences in farm-audience preferences than in city audiences. It takes a *believable* station—free of pitchmen and gimmicks—to make your message stick.

WHO Radio is believable. It is also *aggressive, alert, alive*—the great favorite of listeners throughout "Iowa Plus," America's 14th largest radio market.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience—first place in every quarter hour surveyed—the balance being divided among 88 other stations!

WHO Radio will sell your customers more often, more economically, more completely. Ask PGW for the details on WHO Radio for "Iowa Plus"!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

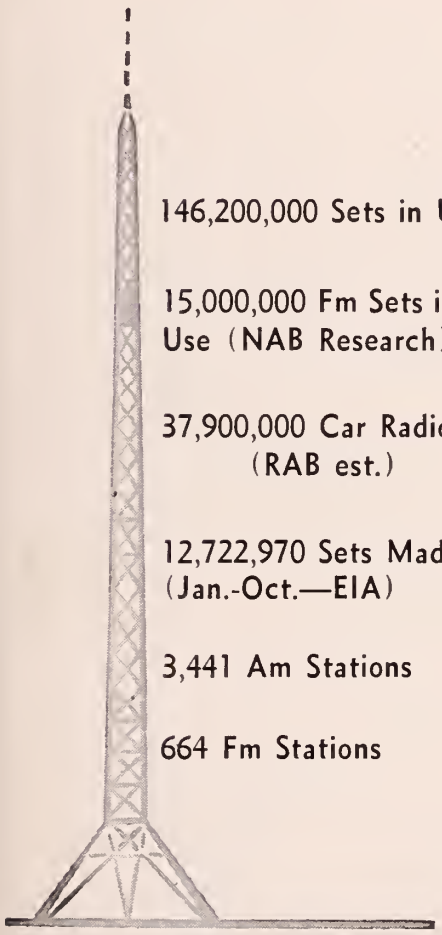
WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *Representatives*

Radio's Barometer



146,200,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

37,900,000 Car Radios (RAB est.)

12,722,970 Sets Made (Jan.-Oct.—EIA)

3,441 Am Stations

664 Fm Stations

Spot: Total dollar expenditures for national spot business in 1959 was about $179 million, according to Lawrence Webb, managing director of the Station Representatives Association. This figure contrasts with the $171.9 million spent in 1958—an increase of five percent. Mr. Webb estimates that national spot business will reach the $200 million mark in 1960. In another area, Broadcast Time Sales boosted its business in 1959 to 51 percent over the sales posted for the previous 12-month period, Carl Schuele, BTS president and general manager, states.

Network: ABC Radio has written orders for new and renewed business totaling $3 million, according to Edward J. DeGray, president. Sales drive at CBS Radio brings in over $2 milion worth of 1960 business, it is reported by George J. Arkedis, vice president in charge of network sales (see *Report From Networks,* p. 55).

Local: Increases in billings have been reported by two stations—KNX Hollywood and WGN Chicago. KNX established a new mark for local sales in one week during December with billings for the seven-day period totaling $141,484, an increase of $21,000 over the previous high. WGN Inc.'s gross billings for the first 11 months of 1959 were 29.5 percent ahead of the same period of 1958, Ward L. Quaal, vice president and general manager, states. Mr. Quaal also reports that WGN radio's revenue established a new record with an increase of 31.3 percent for first 11 months of 1959.

Stations: The number of am and fm stations on the air at the end of November totaled 4,105, an increase of 20 (13 am and 7 fm) over the previous month:

	Commercial AM	*Commercial FM*
Stations on the air	3,441	664
Applications pending	506	83
Under construction	85	159

Sets: Total radio production in October was 1,795,718, including 531,116 auto receivers, according to Electronics Industries Association. Ten-month cumulative radio output came to 12,722,970, including 4,682,962 auto sets. Total radio sales in October, excluding car radios, was 839,912 units; 10-month total was 6,125,790. The number of fm sets made in October totaled 62,959; the 10-month cumulative fm production was 430,763 sets.



for buyers and sellers of radio advertising

U.S. RADIO

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WKLO
LOUISVILLE

In Louisville

ONLY on *WKLO*

people size radio

for family size fun.

Check your latest Pulse

and re-check your

audience composition.

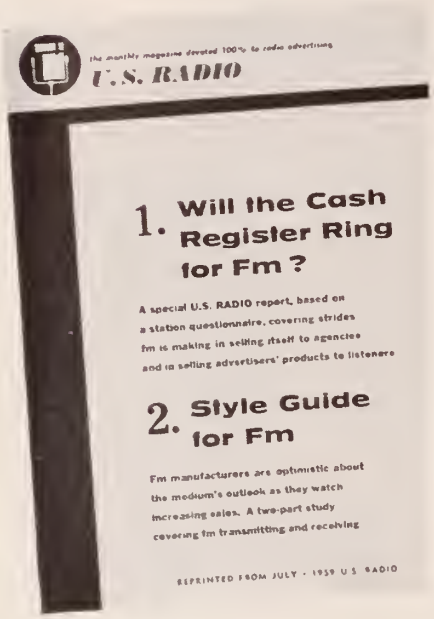
Bill Spencer or Robert Eastman for wonderful details.

SOLD NATIONALLY BY:

robert e. eastman & co., inc.

Articles Of Major Interest Reprinted From U. S. Radio

Numerous requests for articles have necessitated reprinting in quantity. . . . The following reprints are currently available:



- **Will the Cash Register Ring for FM?** (including equipment style guide for FM)
- **Tetley Leaves it to Radio**
- **Negro Radio Tells its Story**
- **Smoothing on Saturation Radio**
- **Thrivo Barks Back**
- **Sinclair Trims Spot Paper Work**

For further information, write—

Reprints
U.S. RADIO
50 West 57th Street, NYC 19.

For future articles that really "dig" into the depths of sound radio advertising . . . be sure you see each monthly issue of U.S. RADIO.

Enter Your Subscription Today

$3 For 1 Year

$5 For 2 Years

U.S. RADIO **SUBSCRIPTION**

50 West 57th Street
New York 19, N. Y.

Please see that I receive ***U.S. RADIO***

1 YEAR $3 ☐ 2 YEARS $5 ☐

Name_____ Title_____

Company_____

Type of Business_____

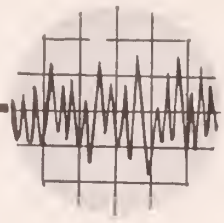
☐ Company or

☐ Home Address_____

City_____ Zone____ State_____

PLEASE BILL ☐ PAYMENT ENCLOSED ☐

soundings



Healthy Radio Year Seen on 'Horizon '60'

Both agency and industry executives foresee a growth year ahead for radio in 1960 (see *Horizon '60,* p. 19). Spot is expected to move past the $200 million point and network, because of realistic adjustments, is certain to be in the soundest financial position in recent years. Agency executives urge the medium in the months ahead to exploit its natural assets.

NBC Medical Radio System Is Meeting With Acceptance

NBC's new Medical Radio System, which was announced late last year, expects to get started the Monday after Labor Day. It is opening offices in five cities and is already about 35 percent sold out. Cost of sponsorship for 52 weeks is about $338,000 (see *Report from Networks,* p. 55).

Fm Supporters See Encouraging Signs

Backers of the fm medium are enthusiastic over the move by Motorola to market an fm-only car radio. It will list for $125. Another bright sign on the fm horizon is the decision by a few major representative firms to investigate the possibility of handling fm stations. One firm, is known to have already taken definite action in naming a salesman to full-time fm duties.

Red Devil Tests Lead To National Radio Buy

A view of the results of limited test campaigns in 1958 and 1959 "sold" William Underwood & Co. on making its first major radio buy. The firm has contracted for a 33-week run on a national network for its Underwood deviled ham. The two test programs, developed by Kenyon & Eckhardt Inc., Boston, concentrated in the New England area, and were budgeted at $50,000 each. The 1960 campaign represents a $175,000 "vote of confidence" in radio's selling power. (see *Underwood Gives Radio the Devil,* p. 32).

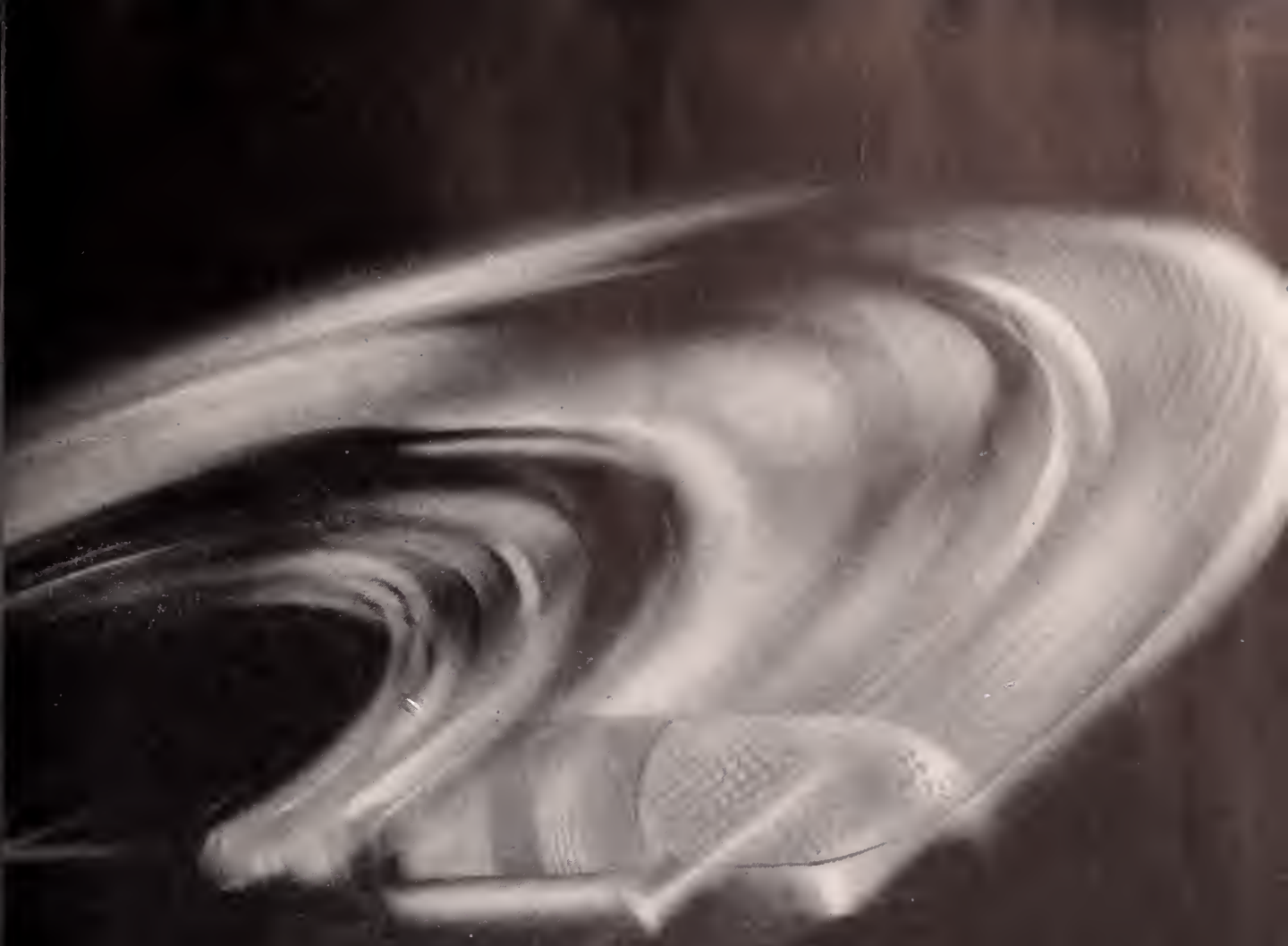
Research Documents Facts of Radio Life

Research continues to demonstrate its growing ability to deliver a large, loyal and quality audience. Two reports from the Radio Advertising Bureau add more evidence to support this contention. First, a study in Littleton, Colo., a community in which 97.5 percent of the families surveyed own tv sets, shows that over 65 percent acquired new radio sets last year. Second, a study of male white collar workers earning $5,000 to $10,000 annually, indicates that more than nine out of 10 middle-income men listen to radio during an average week.

Country Music Stations May Get Their Pulse Taken

Details are now being worked out on a plan to have The Pulse Inc. survey the listenership of country and western music stations. Support for the project is being sought from about 50 stations. The plan was initiated by Charles Bernard Co.'s Country Music Network and is being co-sponsored by the Country And Western Music Broadcasters' Association on behalf of CMN. The survey is tentatively set to kick off in about eight weeks.


"we take you now to"...
The most exciting words in radio—
and they carry a special meaning
on the NBC Radio Network
where microphones range far and near
to capture the Sound of the Sixties.
The roar of a rocket...
the din of a political convention...
the familiar voices of headline
personalities and favorite
entertainers—these sounds are part
of the Listening Watch
which will be kept by NBC Radio
in the critical years ahead.



These sounds—and many more:
the immediate sounds of news events—
reported and interpreted . . .
and the lighter sounds
of music, comedy, drama.
They're brought to you,
moment-by-moment, day-after-day
on such programs as
News of the Hour, Emphasis
and weekend Monitor . . .
the kind of programs
only Network radio can provide.

For listeners the new
1960 NBC Radio Schedule represents
what they want to hear: the important,
exciting, entertaining sounds
which reflect our changing times.
And for advertisers,
an unparalleled opportunity
to capitalize on the
greatest listener-interest in history.

the sound of the sixties on
THE NBC RADIO NETWORK



Time Buyers Delight!

What type of program or adjacency best fits your sales message? You name it; WPTF has it. Balanced programing in the Nation's 28th Radio Market makes it easier to buy time intelligently.

Put "compatible radio" to work on your next campaign. Schedule WPTF and see why time buyers call it their kind of station.



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

time buys

Air France

Agency: *BBDO Inc., New York*

Product: JET TRAVEL

Sharing spots with the French Government Tourist Bureau, the company takes to the air in 10 markets throughout the country this month. Air France minute spots will alternate with the Tourist Bureau 17 times a week in New York and six times a week elsewhere (see *Jet Age Radio*, p. 35). Timebuyer is Trow Elliman.

American Motors Corp.

Agency: *Geyer, Morey, Madden & Ballard Inc., New York*

Product: RAMBLER

A series of approximately 12 one-minute spots a week will sell this automobile in 82 markets across the country. The campaign will run for six weeks beginning January 18. Markets were chosen to cover a composite of the top 100 Rambler dealer areas, figured from the leading markets in automotive sales and population. Traffic times are being used to reach the adult male population. Timebuyer is Betty Powell.

Bekins Moving & Storage Co.

Agency: *Frederick E. Baker & Associates, Seattle*

Speeding into 1960 over 25 stations in three northwestern states, the firm has increased substantially its total exposures as well as its ad budget. 90-second weather spots in the 7 to 8:30 a.m. period have been scheduled throughout the year. Announcements feature 30-second weather reports and 60-second commercials.

Bristol-Myers Co.

Agency: *BBDO Inc., New York*

Product: TRIG

The first of two radio campaigns in 1960 is set to start February 15. Campaign will cover the top 60 markets with minute spots 30 times a week. The announcements will be divided between early morning news and late afternoon traffic time. Timebuyer is Ed Koehler.

Cities Service Oil Co.

Agency: *Ellington & Co., New York*

Product: GASOLINE AND OIL

First flight for 1960 begins this month in 20 eastern markets, set to last six weeks. Midwest campaign begins in mid-April in 40 markets. Minutes and ID's will run at frequencies varying from 60 to 100 a week. Timebuyer is Dan Kane.

Columbia Pictures Corp.

Agency: *Donahue & Coe Inc., New York*

Product: "WHO WAS THAT LADY?"

Saturation strategy in 45 markets across the country will announce this new Columbia release in February. Listeners will hear about the picture in minutes, chain breaks and 10's for a week before it opens in each city. Timebuyer is Evelyn Jones.

Continental Baking Co.

Agency: *Ted Bates & Co., New York*

Product: PROFILE BREAD

Multi-market activity is getting underway this month for the diet

bread. Minute spots are being used. Campaign, set tentatively for eight weeks, could be extended. Timebuyers are Terry Seastrom and Art Goldstein.

d-Con Co. Inc.

Agency: *Thompson-Koch Inc., New York*

Product: RODENTICIDE

In 312 markets over 321 farm stations, the company will concentrate its advertising in early morning and noontime announcements. Minutes are used with 52-second live announcements for the product and eight seconds given over to local dealer tags. Frequency varies from 3 to 12 times a week depending on the market. The campaign will run through the middle of May, break for the summer and start again in mid-September for the remainder of the year. Timebuyer is Bob Hall.

Dannon Milk Products Inc.

Agency: *The Zlowe Co., New York*

Product: YOGURT

In line with its strategy of seasonal radio advertising, the company plans to increase its radio use in mid-February, accelerating into the spring when it will double its budget over the winter. The product is now in three markets, having recently moved into Boston for the first time, in addition to New York and Philadelphia. Timebuyer is Mrs. Pauline Mann.

DeGiorgio Co.

Agency: *Cole, Fischer & Rogow Inc., New York*

Product: SANTA FE WINES

Introduction of Santa Fe brands to eastern markets is planned for February or March. The greatest share of the campaign budget will be in spot radio, supplemented by tv and newspapers. Marketing strategy calls for a brand by brand entry of Santa Fe into the East.

Hudson Vitamin Products Inc.

Agency: *Pace Advertising Agency Inc., New York*

Hudson is on the air again in January in six markets of the Housewives' Protective League, "the program that sponsors the product." Campaign will last from 11 to 13 weeks with minute spots. The vitamin firm has also bought spot time on KFI Los Angeles. Timebuyer is Betty Silon.

V. La Rosa & Sons Inc.

Agency: *Hicks & Greist Inc., New York*

Product: MACARONI, SPAGHETTI AND ITALIAN-STYLE SAUCES

Increasing its radio budget for 1960, the company will get its campaign underway the last week of this month. At that time 15 markets in the East will be saturated with 60-second announcements. First flight will go for 15 weeks. Timebuyer is Len Soglio.

Liggett & Myers Tobacco Co.

Agency: *McCann-Erickson Inc., New York*

Product: CHESTERFIELDS

New year's activity on radio began on January 4 with a four-week campaign in 55 markets. 10's, 20's

(Cont'd on p. 12)



to sell
the most
Hoosiers
be sure
your product
is cooking
in the
hottest pot!



● Want a greater cumulative audience for your saturation spot campaign? Like to get more attention . . . pull a bigger response to your program . . . increase sales?

Then check WFBM first—*where every minute is a selling minute!* Greater program variety means more pulling power . . . gets more audience turnover hour after hour.

Ask us how WFBM can sell for you in this big, rich midwest market!

Represented Nationally by the KATZ Agency

(Cont'd from p. 11)

and minutes are being used at frequencies varying from 15 to 50 a week, depending on the market. Timebuyer is Gini Conway.

Liggett & Myers Tobacco Co.

Agency: *Dancer-Fitzgerald-Sample Inc., New York*

Product: L&M CIGARETTES

A small group of selected markets have been tagged for a saturation campaign starting the middle of this month. 60-second spots will be heard for 10 weeks at varying frequencies. Timebuyer is Jim Clinton.

Mennen Co.

Agency: *Warwick & Legler Inc., New York*

Product: MEN'S LINE

Radio activity for 1960 begins the middle of this month with Mennen Speed Stick. Campaigns will follow the seasons, starting in the South, moving North with the spring. Schedules are set through November, will cover 75 to 100 markets. Frequencies will vary by season and markets. Timebuyer is Herb Gandel.

Mentholatum Co.

Agency: *J. Walter Thompson Co., New York*

Product: COUGH SYRUP

Test campaign will hit the air this month in selected markets. Minute spots are being used. Further buying will depend on the results. Timebuyer is Martin Daniels.

National Biscuit Co.

Agency: *McCann-Erickson Inc., New York*

Product: MILLBROOK BREAD

Following its introduction this past fall, the bread goes on the air in about 12 markets in New York state and on Negro radio in Birmingham and Pittsburgh. New York state flights run from January 4 for 24 weeks, 12 to 15 times a week, with renewal likely for 26 weeks more. In the two Negro markets, 20 spots have been scheduled for 50 weeks. All buys are for minute announcements. Timebuyer is Phil Stumbo.

Pierce's Proprietaries Inc.

Agency: *Mogul, Williams & Saylor Inc., New York*

Product: DR. PIERCE'S GOLDEN MEDICAL DISCOVERY

Minute spots in national markets have been purchased through April. Frequency is set at five a week. Timebuyer is Joyce Peters.

Standard Brands Inc.

Agency: *Ted Bates & Co. Inc., New York*

Product: INSTANT SIESTA COFFEE

Selling its coffee in 40 markets over radio, the company goes on the air this month. Campaign will vary from eight weeks to the end of the summer depending on the markets. Timebuyer is Bob Decker.

Texaco Inc.

Agency: *Cunningham & Walsh Inc., New York*

Product: GASOLINE AND OIL

A national spot saturation campaign has been scheduled to cover the country for this gasoline and oil company. Dates are still tentative, but look for a start at the end of February or beginning of March. Timebuyer is Bill Santoni. • • •



Conduct Code Being Fitted For a New Set of Teeth

Stung by allegations brought out in recent investigations, and by the harshness of some of their critics, broadcasters are taking steps to insure that their house continues self-regulated. The radio board of the National Association of Broadcasters has approved amendments to the Standards of Good Practice for radio broadcasters to "guard against so-called 'payola' and other deceptive practices."

The Standards of Good Practice committee has also proposed that the standards be strengthened by adding industry enforcement powers to assure compliance by radio stations which subscribe to the radio code. It is also suggested that formal subscription to the standards—which have operated since 1937 on an honor system basis—be opened to all radio stations. As it is currently constituted, only NAB radio member stations may formally subscribe to the standards. These two provisions will be taken up at the next meeting of the radio board.

That there is not only a desire for stricter adherence to the code, but for more stations to make it a part of their operations, is indicated by the fact that there was a 42 percent increase in subscribers in the month of December. There are now 873 subscribers—an all-time high figure—representing 56 percent of NAB radio members.

Suggest New Set of Brooms To Insure Industry Self-Regulation

The approved ammendments touch upon the following areas:

Payola—"The broadcaster shall be constantly alert to prevent activities that may lead to such practices as the choice and identification of prizes, the selection of music and other creative program elements . . . inclusion of any identification of commercial products or services . . . within a program dictated by factors other than the requirements of the program . . ."

Deceptive practices—"The intimacy and confidence placed in radio demand of the broadcaster, the networks and other program sources that they be vigilant in protecting the audience from deceptive program practices. . . . No program shall be presented in a manner which through artifice or simulation would mislead the audience as to any material fact."

News interview programs—"Where there is advance agreement materially restricting an important or newsworthy area of questioning, the interviewer will state on the program that such limitation has been agreed upon."

Explaining why it is attempting to "beef-up" the standards, the committee says it is aimed at "a relatively few members of the radio broadcasting industry whose questionable activities have tended to place all radio broadcasters in an unfavorable light."

Broadcasters Take Steps For "Operation Cooperation"

Another move designed to bring the industry face-to-face with current woes is being made by Harold E. Fellows, NAB president. He has set up a 12-man task force of top broadcasting executives and staff experts to "deal with ethical and legal issues facing radio and television."

Mr. Fellows says this special committee "will cooperate wholeheartedly with investigations" by the Federal Communications Commission

(Cont'd on p. 14)

"So I told this time buyer"...



Odalisque
INGRES (1780-1867) — French School

Put your advertising dollars on the No. 1 radio station in Houston . . . K·NUZ*

. . . lowest cost per thousand!

*See Latest Surveys for Houston



24-HOUR MUSIC AND NEWS

AIMS ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

National Reps.:
THE KATZ AGENCY, INC.
- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581

and the Federal Trade Commission. "We welcome these investigations," he states. "We know they will bring out the full story of broadcasting's tremendous service to the American public which far transcends the misdeeds of a few individuals."

FTC Underscores Threat Of Restrictive Legislation

Most industry figures are in agreement that the end product of the current situation may be restrictive legislation. An indication that Washington is giving the matter serious consideration is a statement included in the year-end message of John C. Doerfer, chairman of the FCC. Chairman Doerfer says:

"Nationwide expression of indignation is such that broadcasting . . . must mend certain of its ways. . . . Whether this can be done by moves to strengthen self-regulation without new and compelling legislation remains to be seen. But whatever the means, many voices are demanding a halt to some broadcast 'commercials' which, if not actually illegal, are unethical or in bad taste and are a disservice to the public.

"For its part, the FCC is engaged in a public proceeding to reappraise its role in both tv and radio broadcasting to determine how best to hold its station licensees responsible for better serving the public without the commission violating the censorship ban and other legal restrictions which limit the scope of its regulation of broadcasting."

Do-It-Yourself Discipline A Must for the Industry

The concern over possible tighter governmental controls brought this comment by Vincent T. Wasilewski, NAB manager of government relations: ". . . The broadcasting industry is as greatly disturbed over this sequence of events as is the general public. But all of the laws in the world will not end corruption on the part of a few. . . . Broadcasting must exercise self-discipline in a fashion and manner never before faced by any industry. But, in doing so, it must not be allowed to lose its imagination, its ingenuity, spontaneity and capabilities peculiar to it." • • •



The top market-media men of MacManus, John & Adams, Michigan agency, winnowing out the best media to support their market coverage plan in an account solicitation. John B. Caldwell, Director of Marketing; Charles N. Campbell, Media Director (Consumer Products); Robert L. Garrison, Vice President and Account Supervisor (Consumer Products); David Raymond, Director of Merchandising; Vincent C. Skelton, Director of Research; Robert E. Britton, Vice President and Executive Director of Marketing, Media, Research, Merchandising.

the best kept media secret

—the media plan in an agency's account solicitation!

It's no secret that as many accounts are landed today on imaginative *market coverage plans* as on appealing copy ideas. And the development of each solicitation's media proposal is classified "top secret"; developed and finalized behind locked doors.

As you might suspect, SRDS comes into play every inch of the way as the varied opinions and impressions of the agency's decision makers are resolved.

Your representatives, your general promotion, (and your competitors') have implanted a variety of concepts in the minds of these agency men . . .



but who is selling them now?

With a properly planned, strategically positioned Service-Ad in SRDS

you are there *selling by helping people buy*

SRDS ***Standard Rate & Data Service, Inc.***

the national authority serving the media-buying function

Walter E. Botthof, *Publisher*
5201 Old Orchard Rd., Skokie, Ill., ORchard 5-8500
Sales Offices—Skokie, New York, Atlanta, Los Angeles

MORE REACH in the DETROIT AREA!

with 50,000 WATT POWER

Means MORE PEOPLE REACH FOR YOUR PRODUCT!



GUARDIAN BLDG., DETROIT

J. E. CAMPEAU President

ROBERT E. EASTMAN & CO., INC.
Nat'l Radio Rep.

the Silver Mike





THIS MONTH:

LAWRENCE WEBB

Managing Director
Station Representatives Association

Spot Radio's Future Looks Good to SRA Director

Spot radio's crusaders are found among station representatives, who are doing a major job in keeping the spot sales curve moving in an upward direction. Organized to coordinate their efforts, the Station Representatives Association, under its managing director, Lawrence Webb, keeps a close eye on the health and welfare of spot business. (See *Spot Radio Moves Up*, p. 22).

Taking a realistic view of the future, Mr. Webb believes that spot radio will attract greater advertiser interest in proportion to the amount of creative effort and energy that agencies expend in developing copy and techniques that capitalize fully on radio's individual and unique qualities.

As proof of spot radio's steady growth, Mr. Webb points to the 1959 figures which show that approximately $179 million was spent in this area of broadcasting. "The 1959 total," he says, "represents a five percent increase over 1958." Looking ahead, Mr. Webb believes that spot radio billings during 1960 will climb up over the $200 million mark.

Looking for some of the reasons behind the increasing use of spot, the SRA managing director sums it up neatly by stating that the stations and representatives have been doing a better selling job, and supporting the sales efforts with more and improved promotion.

One of Mr. Webb's major projects in the immediate future is explaining the special sales presentation on spot radio worked out by SRA members. Designed to tell effectively the spot radio story to advertisers and agencies, the presentation, Mr. Webb says, is expected to play an important role in giving spot business a boost in 1960.

Mr. Webb's background has been a valuable asset in the performance of his duties as SRA's managing director. A native of Ohio, he got his start in the industry at WJW Cleveland in 1940. During his stay with the station, which lasted until 1953, Mr. Webb served as assistant to the president, assistant general manager and vice president. He took a four-year break during this period to serve as an intelligence officer in the Coast Guard.

After leaving WJW, Mr. Webb spent two years as vice president and national sales manager of WLOK-AM-TV Lima, O. (station's call letters are now WIMA-AM-TV). In 1955, Mr. Webb was appointed to his current position as managing director of the SRA.

An eligible bachelor, Mr. Webb lives in Manhattan. When his busy schedule permits, he pursues his favorite activity which is skiing. Mr. Webb is also a handy man around a piano. • • •

LETTERS TO THE EDITOR

Radio Speaks Out

It strikes me as obvious to a shocking degree that by far the better ad medium *per dollar spent*—radio—has sold itself short. . .

Personally, I have had the good fortune to see a change away from the trend toward mediocrity. . . I have, during 1959, seen the profit that goes with this change. . . But in this business you first have to sell your industry, as such. . . .

Radio needs to tell its story very badly. Our worst enemy is our poor . . . public relations. . . . And I can tell you from personal experience, all that is lacking—is the *doing*. . . .

Roland C. Wolfe Jr.
Manager
WMAK Nashville, Tenn.

Honored

. . . I humbly accept your Silver Mike award. . . I am very pleased to have it and appreciative of your thoughtfulness in sending it to me.

John R. Bowers
Manager
Car Advertising Department
Ford Div., Ford Motor Co.
Dearborn, Mich.

Fm Up

It's been a long time since all three Chicago public utilities have used a single station. They now do . . . and it's our fm station.

In general this has been the most successful year in our history . . . with advertising revenue almost 50 percent over last year. Also, happily, greatly increased interest among national advertisers which, in the current quarter, accounts for one third of our billings.

Ray Norstrand
Assistant Station Manager
WFMT Chicago

Set Straight

. . . Please put the record straight.

Contrary to page 70 of the December issue of U.S. RADIO, I am vice president of *WISN* Milwaukee.

James T. Butler
Vice Preisdent
WISN Milwaukee

Negro Radio

I believe your magazine is relatively new and I am glad to see it. . . I am sure it is doing a favorable job in making a better selling "image" for radio with all who read it. For this I am grateful and sincerely wish you the very best of luck.

We are a 100 percent Negro programmed station. . . This "hidden" market is deserving of greater national publicity, as its buying power is of tremendous importance to hundreds of businesses and brands.

John L. Buchanan
President & General Manager
KKSN Dallas

I have just finished reading the Negro radio features in your December 1959 issue. The material contained therein was extremely well done and you presented the invaluable service and need that Negro radio serves, as well as emphasizing the integral part of such a medium in areas having a preponderance of Negro population and their success in reaching this important consumer group.

However, to my dismay, I found that you eliminated Montgomery completely in your *Negro Station Key*. . . Whoever was responsible for this research overlooked a highly successful Negro operation as well as completely ignoring an area which is comprised of over 52 percent Negro population. . . . Our announcing and programming staff is 100 percent Negro.

Judd Sparling
General Manager
WRMA Montgomery, Ala.

Thank you for your reprint from the December supplement, "Negro Radio." Will you please consider this our order for . . . reprints.

Your *Negro Station Key* shows KGFJ with only one disc jockey and one newscaster. . . We have eight disc jockeys and four newsmen.

Molly Low
Sales Manager
KGFJ Hollywood, Calif.

Wanted

. . . Please send me approximately five copies of the article, *Cities Service and Radio: Side by Side,* which appeared in the November 1959 issue. . . I wish to distribute this article to key executives in our organization.

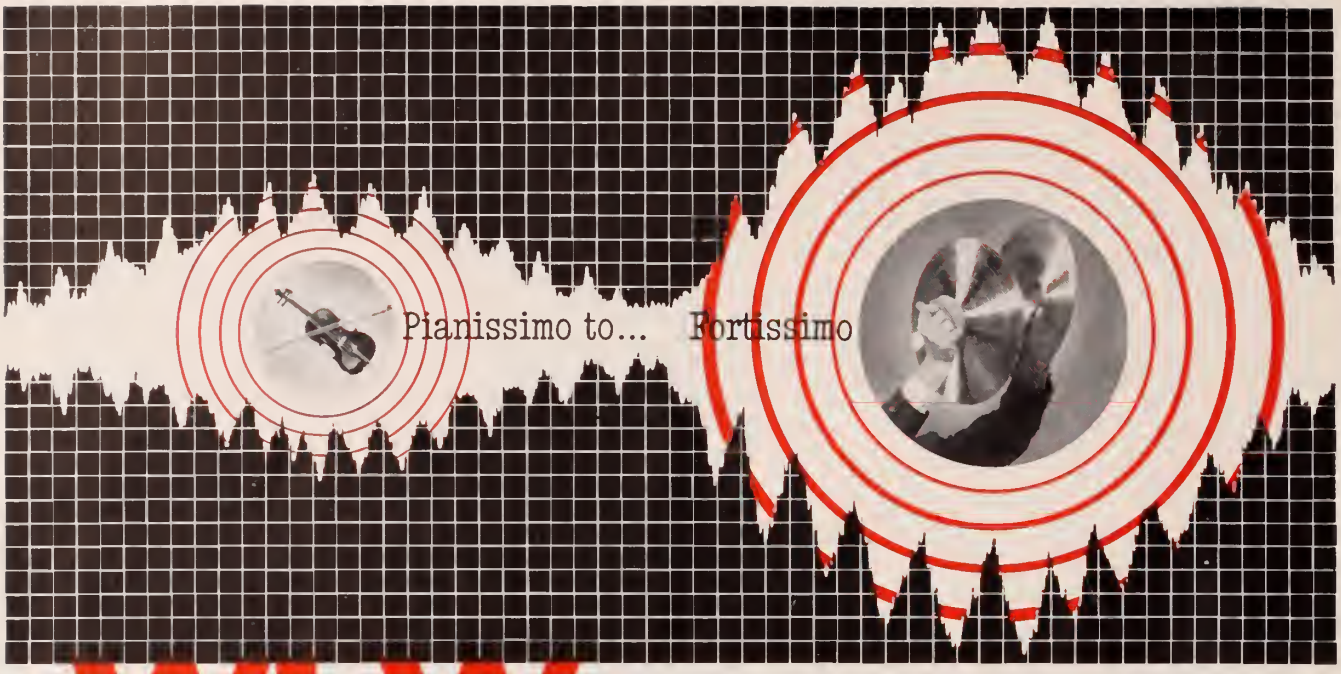
R. D. Weppler
Manager, Advertising & Promotion
Cities Service Oil Co.
New York

WRFM

the modern sound that covers a thinking audience of music lovers

"NEW YORK'S FM GEM IS WRFM"

WRFM
105.1 MC New York



WLW Acclaimed.....world's highest fidelity radio station...with audience among top 10 in America!

A revolutionary new WLW-AM transmission system, developed by Crosley Broadcasting Engineers, has made WLW Radio unquestionably the World's Highest Fidelity Radio Station – according to Frank H. McIntosh Laboratory, Binghamton, N. Y., the world's largest independent radio and high-fidelity transmission experts.

So before you buy Radio time – check these figures below ... and remember, WLW high fidelity transmission provides the finest in clarity for advertisers' commercials!

WLW RADIO WORLD COVERAGE (37th year on the air!)
WITH WORLD'S HIGHEST FIDELITY

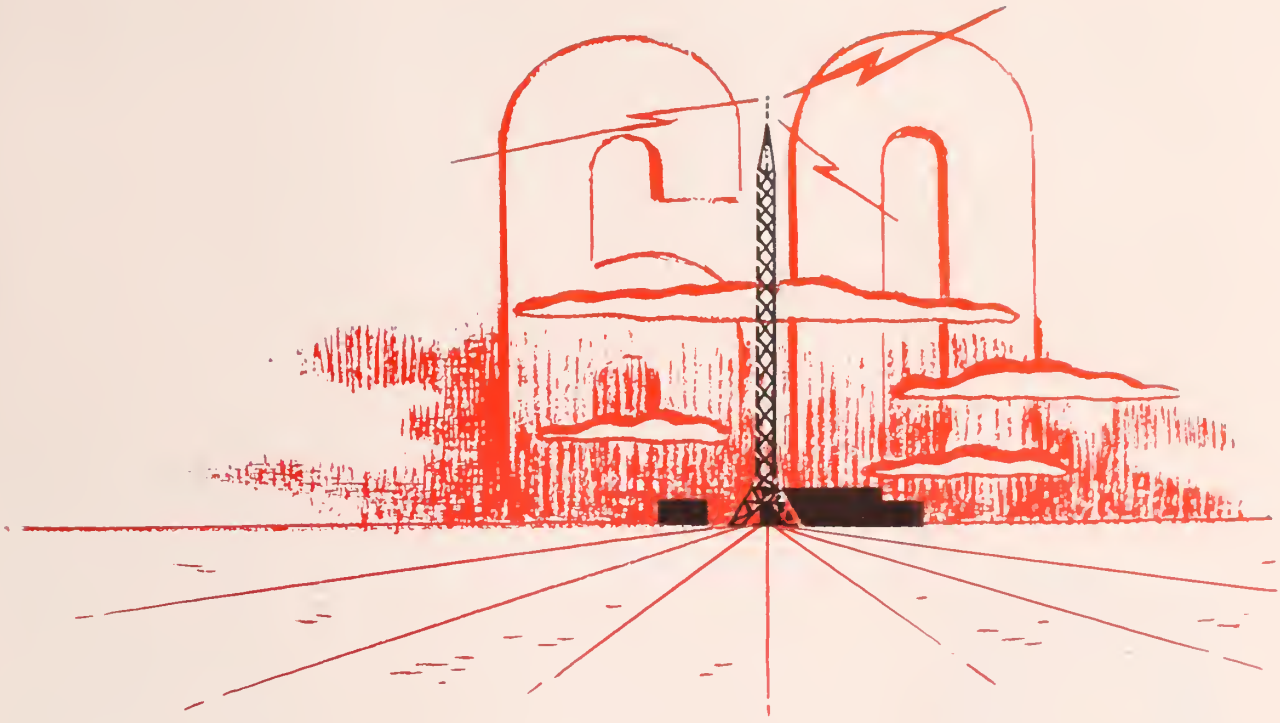
MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION..... PER WEEK.....

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC, ABC • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** Tracy Moore & Associates—Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc.—Atlanta, Dallas. Crosley Broadcasting Corporation.



Sound Horizon

Report on the prospects and problems of radio for 1960 as viewed by agency, spot and network executives

For a glimpse at what is on the radio horizon for 1960, U.S. RADIO presents a report from three sides of the industry. Immediately following are views by three agency executives on various aspects of the sound medium; on page 22 is an analysis of spot, and on page 25 is a report on network radio.

Most observers believe that radio is in for a healthy year. Increasing set sales, immediacy, low cost and flexibility are among the reasons cited for the optimistic outlook. Other reasons mentioned are better selling efforts, programming development, research and promotion.

Two of the agency men quoted stress the need for emphasis on program building. Jack W. Laemmar, J. Walter Thompson Co., Chicago, says, "The listener must be actively aware of the program to which the set is tuned before the enjoyment is actually participated in, and before it can provide the most effective atmosphere for a selling message."

And William J. Hoffmann, Jr., BBDO Inc., New York, believes radio should place greater emphasis on developing its natural assets—"stressing areas where radio can do

a better job than, say, tv. For example, news and special events."

The third agency executive, Herbert Zeltner, Lennen and Newell Inc., New York, deals with the need for research. Specifically, he would like to have a reliable way to measure the "ideal frequency of spot announcements" for various types of products and competitive positions.

In the area of spot radio, industry executives foresee a year of expansion. A bullish estimate has spot radio approaching the $200 million mark for 1960. The new radio presentation by the Station Representatives Association also will get maximum exposure in markets across the country beginning this month.

Network radio is entering the year with high hopes that it is in a stronger financial position than it has been in recent years. The realistic adjustments in programming and compensation arrangements that have been designed by all networks could eliminate the red ink from the financial statements.



Jack W. Laemmar, account executive, J. Walter Thompson Co., Chicago, *urges radio to add "life" to programming. He is co-author, with Gene Seehafer, Needham, Louis & Brorby Inc., Chicago, of new textbook, "Successful Tv & Radio Advertising."*

MR. LAEMMAR:

Radio has just passed the milestone of another decade in its history. During the fifties it was forced to step out of the spot light and give ground to its partner in the electronic field, television. To some, this sounded the death knell of the medium. To others, it was a challenge. Fortunately, the latter group was in the preponderance and, while radio has had some trying times, it is now doing quite a healthy business.

There is nothing magic or unusual about entering the sixties—yet it makes for an appropriate time to look ahead and try to view where radio is going during the first year of the new decade, and to attempt to analyze some problems confronting this medium.

On a hypothetical balance sheet we find one of radio's main assets to be its universal coverage. The percentage of homes with radios is just a fraction under 100 percent. What a potential for a medium of entertainment, enlightenment and selling! But a potential is all it is—until people listen *actively*.

If radio is to make advancements and increase its selling effectiveness in 1960, it must find the means to make its audience more alert to its program fare. This challenge must be recognized by station management. A lethargic attitude and adherence to the *status quo* by a station will see that station lose ground in relation to other stations in its market.

We might call this necessary ingredient "active-participation" listening. Participation is an audience reaction to strive for even though it may not be realized. The first step toward active participation is *awareness*. A program cannot be fully effective if the listener is no more conscious of its existence than the fact that the radio set is turned on.

The "top 40," interrupted only by too frequent commercials, often provides little more than a primitive beat that anesthetizes the mind. Yes, the listener must be actively aware of the program to which the set is tuned before its enjoyment is actually participated in, and before it can provide the most effective atmosphere for a selling message.

The old theory of "programming opposites" could take on new life in 1960. A choice must be created for the listener.

Sincerity

Another factor which contributes to "active participation" listening is being talked "with" rather than "at." This concept certainly is not new, either. Yet how great is the need for announcers to present their material "unprofessionally" — just like one friend talking with another. In such a delivery, sincerity results almost automatically.

Station management might well take the time to sit down and ask the old question, *Quo vadis?*, in 1960. Is radio destined to consist almost solely of minute commercials interrupting popular musical programs throughout the day and night? Is that constructive programming? Is that the atmosphere for the most effective selling job that radio can do?

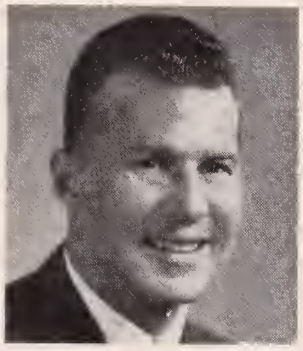
The answers to all these questions must be "no." At the same time this soul searching is being done, management should not be swayed by the fact that many stations which are doing exactly what has been mentioned are real money makers and are, therefore, considered successful operations. But idealism and profits are *not* mutually exclusive.

Station management might well be a bit overwhelmed by its station's community responsibility. The first step in making a station a positive contribution to the community's welfare is management's recognizing,

or being reminded of, its responsibility. (There are, of course, some stations which are now providing good service to their communities—and making money.)

So, as we enter the first year of a new decade, radio should take a square look at its varied audience; it should try to contribute to the welfare—which includes the entertainment, education, information and cultural aspects—of its audience. It can do this by a constructive and varied programming policy which invites *and earns* greater active attention by the audience. This, in turn, can only result in making sincerely-delivered sales messages more effective.

Does this sound idealistic? Perhaps. But idealism is certainly a goal which is worth striving for.



William J. Hoffman Jr., director of radio, BBDO Inc., New York, *believes radio is in for a growth year. He offers seven observations on the future and lists these goals: Improved programming, better sales messages and promotion of 'modern radio.'*

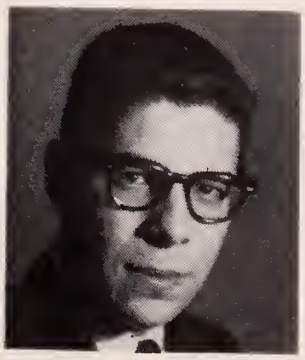
MR. HOFFMANN:

As the radio business looks ahead to 1960, there appear to be at least three goals that are worthy of pursuing. It must be remembered that in 1959 radio in general had a growth year, although the strides forward cannot be described as giant steps.

Most of the advertising business that has found radio to be an effective and low cost medium expects radio to establish further its identity as an advertising vehicle separate from any other. This simply means the full development and utilization of radio's natural advantages as a communications and—by inference—advertising medium.

The following then are three goals that should be sought after in the next 12 months:

• Improved programming—stressing areas where radio can do a better, more effective job than, say, tv. For example, news and special events.



Herbert Zeltner, vice president and media director, Lennen & Newell Inc., New York, *outlines the task for radio research in the year ahead. He would like to see research provide the answer to this question: "What is the ideal frequency of announcements?"*

• Better sales messages—written especially for the medium, utilizing new sounds and aural effects.

• Promotion of the "modern radio" concept to advertisers and agencies.

There are many other aspects of radio that deserve comment not only because of their past importance to agencies and advertisers, but for future significance.

Here is a handful of thumbnail observations on the state of radio for 1960:

• Radio will continue to hve immedicy, provide frequency as "the workhorse medium."

• Offer advertising efficiency on a cost-per-thousand basis.

• Intensify out-of-home dominance, especially car radio.

• Provide opportunities for the smaller advertiser who finds television too expensive.

• Number of sets should continue to increase, especially transistors. This should tend to maximize individual listening.

• Radio should continue to be a flexible medium—as to geographic area and ease of use.

• Expand promotional and merchandising assets.

In addition, one thing that is being closely watched is the development of fm. It came a long way in 1959 and the new year may very well be an important hallmark in the history of this hi-fi medium.

Radio is a medium of tremendous potential and advertiser application. What the sound medium should strive for in the year ahead is intelligent and creative selling of radio's inherent values.

MR. ZELTNER:

At the present time, measurements of radio as an advertising medium are based primarily on "circulation." While the radio audience of a single station is not large at any one time, cumulative audience data show that considerable audiences can be built with adequate spot schedules.

As is well known, the inherent economy of radio makes it possible to achieve highly efficient schedules

(Cont'd on p. 53)

Spot Radio Moves Up

Spot radio, like football, has become a business of inches. And owing to the collective selling efforts of representatives and stations, the inches are adding up to *forward* movement.

According to Lawrence Webb, managing director of Station Representatives Association, spot radio in 1959 totaled about $179 million, a five percent increase above the $171.9 million registered in 1958.

As for that all-important look into the months ahead, Mr. Webb says "spot radio may very well go over the $200 million mark in 1960."

This steady (albeit slow) climb in billings brings about these questions:

- From what quarters are the increases in radio coming?
- What's behind the increases?
- What can be done to boost the rate of growth?

"The upward climb in spot radio use is largely attributable to increases in radio budgets by traditional 'sound' advertisers," states Mr. Webb. "This is especially true in the food category."

He also concedes that sales development efforts have helped in bringing new radio advertisers into the field.

Mr. Webb, however, touches on a major problem in creating additional advertiser radio outlays.

"One of the big obstacles has been a lack of creative effort for radio on the part of advertising agencies. There are indications, however, that this is slowly changing for the better.

"Spot radio will command increasing advertiser interest and expenditure as agencies devote more imaginative energy in writing copy especially for radio and in using the techniques of sound to produce distinctive commercials."

As examples of radio campaigns that he believes used radio effectively, Mr. Webb points to the Coca-Cola drive that encouraged local hi-fi teen clubs and the Bristol-Myers Co. campaign for Trig that employed local copy as well as a contest among disc jockeys.

Underlying the step-by-step increases in radio billings are many factors. Among the chief two are intensified selling and research, according to SRA's managing director.

"The representatives and stations themselves have been doing a better job of selling. The stations this past year have made conscientious efforts to provide the necessary market information to their national representatives. They have also done a better job of promotion."

As for research, Mr. Webb says it is significant that new studies on listening have come not only from the radio side but also from the agency side. For an example of industry research that has helped, he mentions the study conducted for H-R Representatives Inc. by Market Planning Corp., a subsidiary of McCann-Erickson Inc.

The H-R/Market Planing study deals with the extent to which housewives listen to radio. It shows that they spend about four hours and 36 minutes per day with radio, compared with one hour and 57 minutes reading a newspaper. (See *Housewives Listen, Too,* October 1959).

Agencies also have shown greater interest in radio and have spent time and money in researching the sound medium. An outstanding example, Mr. Webb says, is the J. Walter Thompson study on radio programming preferences of the American housewife. (See *Ladies' Day Fare,* October 1959).

In looking ahead to what can be done to boost the rate of spot radio growth, here's how representatives feel on the subject.

In the first place, it is conceded that both the agency and advertiser have to be sold. Consequently, an effort even greater than in 1959 is expected to be directed toward the client side. Stations are also urged to increase their programming development efforts, Mr. Webb states, so that the best possible product and sales story can be presented.

One of the most important factors of 1960 will be the showing of the special sales presentation on spot radio that has been developed by member firms of SRA. It has already been shown to the 20 top agencies in the New York area as well as four advertisers. Beginning this month, Mr. Webb will be showing the presentation to member branch offices in other cities so that they can deliver it in their own markets. The cities presently slated are Chicago, San Francisco, Los Angeles, Detroit and Atlanta. • • •

Spot Radio Revenue

		% Increase Over Previous Year
1954	$120,168,000	
1955	$120,393,000	.2
1956	$145,461,000	20.8
1957	$169,511,000	16.5
1958	$171,939,000	1.4
1959	$179,000,000 (Estimated by SRA)	5

Source: FCC estimates except for 1959.

Review of 1959 Spot Advertisers

The following list was compiled by U. S. RADIO with the help of two major representatives with offices in major cities across the country. This compilation is designed to be as complete as possible. Because of the vastness of spot use, however, no claim is made that this review is 100 percent inclusive.

Food, Flour and Cereals, Coffee and Tea

American Bakeries Corp.	
Taystee Bread	*Young & Rubicam*
American Home Foods (div. of American Home Products)	
Burnetts Extracts	*Young & Rubicam*
Chef Boy-Ar Dee	*Young & Rubicam*
Dennison's Chili Con Carne	*Young & Rubicam*
G. Washington's Seasonings and Broths	*John F. Murray*
American Molasses Co.	*Hilton & Riggio*
Appalachian Apple Service	*Gamble*
Arena & Sons Inc.	*Bozell & Jacobs*
Armour & Co.	
Cheese, poultry, meats and sausages	*N. W. Ayer & Son*
Arnold Bakers Inc.	*Kudner*
Atlantic & Pacific Tea	*Gardner*
Bartlett Pears	*Pacific National*
Beech-Nut Life Savers Inc.	*Young & Rubicam*
Best Foods Inc.	
Best Foods Mayonnaise	*Dancer-Fitzgerald-Sample*
Fanning's Pickles	*Dancer-Fitzgerald-Sample*
Nucoa Margarine	*Dancer-Fitzgerald-Sample*
Borden Co. Inc.	
Borden's Instant Coffee	*Doherty, Clifford, Steers & Shenfield*
Starlac	*Dancer-Fitzgerald-Sample*
Brewster's Health Service	*Beacon*
Brock-Hall Dairy Co.	*Charles W. Hoyt*
Buitoni	*Albert Frank-Guenther Law*
Butter-Nut Coffee	*Tatham-Laird*
California Cantaloupes	*Dancer-Fitzgerald-Sample*
California Packing Corp.	
Del Monte Canned Fruits and vegetables	*McCann-Erickson*
Del Monte orange-apricot drink	*McCann-Erickson*
California Pear Bureau	*Cunningham & Walsh*
Campbell Soup Co.	
Franco-American Spaghetti	*Leo Burnett*
Pork and Beans	*Needham, Louis & Brorby*
Soups	*BBDO*
Frozen Soups	*Leo Burnett*
Caroline and River Brand Rice	*Donahue & Coe*
Carnation Milk Products	*EWR&R*
Chock Full O'Nuts Coffee	*Grey*
Chris and Pitt's Bar-B-Q Sauce	*Curtis*
Chun King Sales Inc.	*J. Walter Thompson*
Claridge Food Co.	*L. H. Hartman*
Comet Rice Mills	*Grant*
Colona Bros.	*Paris & Peart*
Conti Luna	*Bozell & Jacobs*
Continental Baking Co.	*Ted Bates*
Corn Products Refining Co.	*Donahue & Coe*
Cream of Wheat Corp.	*BBDO*
Dannon Yogurt	*Zlowe*
M. DeRosa Inc.	
Pope Brand Plum Tomatoes and Tomato Paste	*Durand*
Dinner Ready Corp.	*Harold J. Siesel*
Donovan Coffee Co.	*Fram M. Taylor*
Dorann Farms Frozen Foods	*Gardner*
Duffy-Mott Co.	
Mott's Apple Products	*SSC&B*
Clapp's Baby Food	*SSC&B*
John H. Dulany & Son Inc.	*Arndt, Preston, Chapin, Lamb & Keen*
Ehlers Coffee, Tea and Spices	*Co-Ordinated Marketing Agency*
Eskimo Pie Corp.	*Cunningham & Walsh*
Fleischmann's Yeast	*J. Walter Thompson*
Folger's Coffee	*Cunningham & Walsh*
Foremost Dairies Inc.	
Milk and Ice Cream Division	*Baner & Tripp*
4 Fishermen Frozen Fishsticks	*DCS&S*
Fradelis Frozen Foods	*Curtis*
Frito Co.	*EWR&R*
Frozen-Rite Products	*Walt Bronnfield*
General Foods Corp.	
Instant Maxwell House Coffee	*Benton & Bowles*
Jell-O	*Young & Rubicam*
Swans Down Cake Flour and Mix	*Young & Rubicam*
Kool-Aid	*Foote, Cone & Belding*
Birds Eye Frozen Foods	*Young & Rubicam*
Log Cabin Syrup	*Young & Rubicam*
Certo and Sure Jell	*Young & Rubicam*
Instant Sanka	*Young & Rubicam*
Calumet Baking Powder	*Foote, Cone & Belding*
General Mills Inc.	
Betty Crocker Cake Mix	*Dancer-Fitzgerald-Sample*
Bread Stick	*Knox Reeves*
Gold Medal Flour	*Dancer-Fitzgerald-Sample*
Pizza	*Knox Reeves*
Red Band Flour	*Knox Reeves*
Wheaties	*Knox Reeves*
Gerber Baby Foods	*D'Arcy*
Girard's Dressing	*Garfield*
Giroux Co.	*Ben B. Bliss*
Good Humor Corp.	*MacManus, John & Adams*

Spot radio, having hit an estimated $179 million last year (an increase of five percent), looks to 1960 with hopes of approaching the $200 million mark.



Gordon Baking Co.	
Silver Cup Bread	*N. W. Ayer & Son*
Gordon Foods Potato Chips	*Kirkland, White and Schell*
Gramma's Molasses	*Kastor, Hilton, Chesley, Clifford & Atherton*
Graveymaster Co. Seasoning	*Croot*
Gulden's Mustard	*Paris & Peart*
Hallmark Beans & Chili	*Burlingame-Grossman*
Hawaiian Pineapple Co.	
Dole Products	*Foote, Cone & Belding*
Heckman Biscuit Co.	*George H. Hartman*
Henri's Salad Dressing	*Mautner*
Hills Brothers Coffee	*N. W. Ayer & Son*
Holloway House Frozen Foods	*Henri, Hurst & McDonald*
Hollywood Bread	*Hopkins, Patwell*
Holsum Products Co.	*W. B. Doner*
Geo. A. Hormel & Co.	*BBDO*
Horn & Hardart Restaurants and Retail Stores	*Clements*
Hunt Club Burger Bits	*Ted Bates*
Hygrade Food Products Co.	*W. B. Doner*
Imperial Sugar Co.	*Tracy-Locke*
Interstate Bakeries	*Dan B. Miner (Calif.); Potts-Woodbury*
Junket Brand Foods	*SSC&B*
Keebler Biscuit Co.	*Lewis & Gilman*
Kitchens of Sara Lee cakes	*Cunningham & Walsh*
Knox Gelatine Inc.	*Charles W. Hoyt*
Knudsen Creamery Co.	*Mintz*
Land O'Lakes Creameries Inc.	*Campbell-Mithun*
Langendorf United Bread Products	*Young & Rubicam*
V. LaRosa & Sons Inc.	
LaRosa macoroni, spaghetti and pizza products	*SSC&B*
Lay's Potato Chips	*J. Gorden Manchester*
Lea & Perrins Sauces	*Croot*
Lever Bros. Food Division	
Imperial Margarine	*Foote, Cone & Belding*
Good Luck Margarine	*Ogilvy, Benson & Mather*

Spot radio advertisers (Cont'd on p. 24)

Spot radio advertisers (Cont'd from p. 23)

Lipton Soups	*Young & Rubicam*
Lipton Tea	*SSC&B*
Lucerne Milk	*J. Walter Thompson*
Luzianne Coffee	*Roman*
Malt-O-Meal Co.	*Campbell-Mithun*
Martinson's Coffee Inc.	
Aborn Coffee and Instant	*Anderson & Cairns*
Martinson's Coffee and Tea	*Al Paul Lefton*
Manor House Coffee	*Earle Ludgin*
Maull's Barbecue Sauce	*George C. Nagel*
Maxwell House Coffee	*Benton & Bowles*
Oscar Mayer	*J. Walter Thompson*
Milady Food Products Inc.	*Smith-Greenland*
McCormick & Co. Teas and Spices	*Lennen & Newell*
Mrs. Filbert's Mayonnaise and Margarine	*Young & Rubicam*
Mrs. Paul's Kitchens	*Aitkin-Kynett*
Morton Frozen Foods	*Ted Bates*
Mother's Cake & Cookie Co.	*Guild, Bascom & Bonfigli*
Mueller's Macaroni Products	*Calkins & Holden*
C. H. Musselman Co.	
Canned Goods	*Arndt, Preston, Chapin, Lamb & Keen*
Apple Sauce	*Arndt, Preston, Chapin, Lamb & Keen*
National Biscuit Co.	
Millbrook Bread	*McCann-Erickson*
Hometown Bread	*McCann-Erickson*
Snacks	*McCann-Erickson*
Ritz Crackers	*McCann-Erickson*
Nabisco Crackers	*McCann-Erickson*
Graham Crackers	*McCann-Erickson*
Dromedary mixes, fruits and peels	*McCann-Erickson*
Premium Crackers	*McCann-Erickson*



Agencies see a growth year ahead for radio. They believe the sound medium must stress program development and creative selling.

National Dairy Products Corp.	
Sealtest Ice Cream	*N. W. Ayer & Son*
Sealtest Milk	*N. W. Ayer & Son*
The Nestle Co.	
Nescafe	*Fletcher D. Richards*
New York, New England Apple Institute	*Charles W. Hoyt*
National Red Cherry Institute	*Western Adv.*
Omar Inc. bakery products	*Fitzmorris*
Pacific Cracker Co.	*Raymond R. Morgan*
Pacific Hawaiian Products Co.	*Atherton, Mogge, Privett*
Penick & Ford Ltd.	
My-T-Fine puddings	*BBDO*
7 Minute Frosting	*Croot*
Swel	*Croot*
Pepperidge Farm Inc. products	*Ogilvy, Benson & Mather*
Point Adams Packing Co.	*Ben B. Bliss*
Procter & Gamble	
Duncan Hines Cake Mixes	*Grant*
Quaker Oats Co.	
Full-O-Pep	*Wherry, Baker & Tilden*
Quaker Oats	*Wherry, Baker & Tilden*
Instant Oats	*Wherry, Baker & Tilden*
Ralston Purina Co.	*Guild, Bascom & Bonfigli*
Reddi-Wip Inc.	*North*
Roman Real Bread	*Durstine*
Safeway Stores Inc.	*EWR&R*
Salada Tea & Tea Bags	*SSC&B*
Savarin Coffee	*Foote, Cone & Belding*
S & W Foods	*Honig-Cooper, Harrington & Miner*
Sawyer Biscuit Co.	*Hartman*
Seabrook Farms	*Smith-Greenland*
Shrimp & Oyster Co.	*EWR&R*
Sioux Honey Assn.	*Allen & Reynolds*
F. H. Snow Canning Co.	*Daniel F. Sullivan*
Standard Brands Inc.	
Chase & Sanborn Coffee	*Compton*
Blue Bonnet Margarine	*Ted Bates*
Instant Chase & Sanborn	*Compton*
Southern Bakeries	*Dowling Adams*
Stella D'Ora Biscuit Co.	*Carlo Vinti*
Stewart's Coffee	*Roche, Rickerd & Cleary*
Stokley-Van Camp Frozen Foods	*Cunningham & Walsh*
Streitman Biscuit Co.	*Ralph H. Jones*
Sunkist Growers Inc.	*Foote, Cone & Belding*
Sunshine Biscuit Inc.	*Cunningham & Walsh*
Taylor Pork Roll	*Al Paul Lefton*
Tea Council of the U. S. A.	*Leo Burnett*
Thomas' Bread & Muffins	*MacManus, John & Adams*
Top-Wip	*D'Arcy*
Town Talk Bread	*W. E. Long*
Tree Sweet Product Co.	*BBDO*
Tropicana Orange Juice	*John Douglas & Assoc.*
United Fruit Co.	*BBDO*
Van Camp Sea Foods	*EWR&R*
Ward Baking Co.	
Tip Top Bread and Cakes	*J. Walter Thompson*
Weber's Bread	*Honig-Cooper, Harrington & Miner*
Winter Pears	*Pacific National*

Beer, Ale, Wines and Soft Drinks

Anheuser-Busch Inc.	
Budweiser Beer	*D'Arcy*
Busch Bavarian	*Gardner*
Arriba Wine	*Honig-Cooper, Harrington & Miner*
Atlas Brewing Co.	
Atlas Prager Beer	*Olian & Bronner*
Blatz Brewing Co.	*Kenyon & Eckhardt*
Buckeye Beer	*Wentzel, Wainright, Poister & Poore*
Burgermeister Brewing Co.	*BBDO*
Canada Dry Corp. Soft Drinks	*J. M. Mathes*
Carling Brewing Co.	
Carling's Red Cap Ale	*Benton & Bowles*
Stag Beer	*Edward H. Weiss*
Carling's Black Label	*Aitkin-Kynett*
	Harold Cabot (in Northwest)
	Winius-Brandon (in Southwest)
	Liller, Neal, Battle & Lindsey (in Southeast)
Champagne Velvet Beer	*W. B. Doner*
Coca-Cola Co.	*McCann-Erickson*
Cott Beverage Corp.	*Dowd, Redfield & Johnstone*
Edelweiss Beer	*Olian & Bronner*
Falstaff Brewing Co.	*Dancer-Fitzgerald-Sample*
E. & J. Gallo Winery	*BBDO*
M. K. Goetz Brewing Co.	
Goetz Beer	*John W. Shaw*
Country Club Pilsener Beer	*John W. Shaw*
G. Krueger Brewing Co.	
Ambassador Beer	*Grey*
Theo. Hamm Brewing Co.	*Campbell-Mithun*
G. Heilman Brewing Co.	*Compton*
Hoffman Beverage Co.	*Grey*
Italian Swiss Colony Wines	*Honig-Cooper, Harrington & Miner*
Kirsch Beverages Inc.	*Paris & Peart*
Kool-Aid (General Foods)	*Foote, Cone & Belding*
Liebmann Breweries Inc.	
Rheingold Beer and Ale	*Foote, Cone & Belding*
Lone Star Brewing Co.	*Glen Adv.*
Miller Brewing Co.	*Mathisson & Assoc.*
Mission Dry Corp.	*Dowd, Redfield, Johnstone*
Mogen David Wine Corp.	*Edward H. Weiss*
Monarch Wine Co.	
Manischewitz Kosher Wine	*L. C. Gumbinner*
Narragansett Brewing Co.	*DCS&S*
National Brewing Co.	
National Premium Beer	*W. B. Doner*
National Bohemian Beer	*W. B. Doner*
Nehi Corp.	*Compton*
Olympia Brewing Co.	*Botsford, Constantine & Gardner*
Pabst Brewing Co.	
Pabst Blue Ribbon Beer	*Norman, Craig & Kummel*
Dr. Pepper Co.	*Grant*
Pepsi-Cola Co.	*Kenyon & Eckhardt*
Piel Bros.	*Young & Rubicam*
Pittsburgh Brewing Co.	*Smith, Taylor & Jenkins*
Regal Pale Brewing Co.	*Heintz*

Spot radio advertisers (Cont'd on p. 45)

Network Realism

Network radio is entering a period that could be one of its strongest financially in recent years. The reason for this is not hard to find. Each network, without exception, has taken a realistic look at its programming and compensation structures and has readjusted its operations accordingly.

As opposed to the red ink that has been blotting network radio's financial statements, there already have been reports of black ink.

In numbers, the affiliate line-ups of the networks remain stable, although there have been many significant alterations in the stations themselves. But most observers believe that the days of affiliate rumbling are nearing an end because the networks have met many of the demands made by stations in altering operations.

The character of network radio has changed. Its avowed purpose is to create the kind of service that builds radio on the local scene. In this regard it has become similar to the national wire services of newspapers.

Points Made Clear

These points are seen in the statements by the heads of the four networks:

Matthew J. Culligan, executive vice president in charge of NBC Radio, states:

"The year 1960 will mark—for the first time in over a decade—a complete differentiation in network programming philosophies. Convinced that there has been too much uniformity and conformity in radio programming, the networks either by design or by accident will find themselves following dissimilar approaches to the national audience.

"At NBC we have been making basic changes and modifications over the past three years in the direction of providing the listener, the national advertiser and our own affiliated stations with a service based on a radio network's great strengths.

"In 1960, we will see the fruition of these efforts. Rather than continue with types of programming which apparently have a constantly decreasing audience and are in conflict with good local programming technique, we have decided to concentrate our efforts and specialize in expanded news, analysis and commentary, informational and interpretive programming."

Arthur Hull Hayes, president of CBS Radio, points to "the general upswing in network radio's status in recent months, as well as to an improved financial picture. With the restoration of CBS Radio as a profit-making business, which it was in the final quarter of 1959 and which we hope it will continue to be in the current year, we intend to emphasize even more the informational and educational aspects of radio broadcasting.

"*The Hidden Revolution,* a happy blend of revenue producer and public service, won both the sponsorship of Nationwide Insurance and a Peabody Award. We feel that such programs are the proper produce of a network, and could not be created without one. News programs have become a major item in the sponsor diet in recent years and intelligent programming pays better with each passing year.

"Sponsored or not, however, CBS Radio will fulfill its obligation as a network to produce such rich informational programs as those of CBS News and our Unit One. Mixed with the wholesome entertainment of the Metropolitan Opera and New York Philharmonic, and blended well with the entertainment offerings of Arthur Godfrey and the daytime dramas, we believe that these constitute a balanced and constructive mental and emotional diet for the listener."

Robert F. Hurleigh, president of Mutual Broadcasting System, believes "1960 will be a banner year. We believe our compensation policy of reciprocal arrangement with our stations has proved successful.

"We program 31 newscasts a day, for example. Of these, the stations have 17 news-on-the-hour segments available for local sale. They in turn clear time for the 17 we have on the half-hour. We offer two 25-minute news-in-depth features a day—one is for network sale and the other for local sale.

"Stations apparently approve. We now have 458 affiliates; a year ago we had 442. The network design of today is to make their affiliates important. The networks are in a position of service to affiliates. They offer a program service just like the wire services offer newspaper a news service.

"Frankly, we don't care as much if a listener knows he is listening to an MBS program as we do if he is aware of the call letters of the station to which he is tuned."

ABC Radio, under the direction of Edward J. DeGray, president, is optimistic about its present status.

"During the past 12-month period, the total number of ABC Radio affiliates has increased by 22 percent, rising from 287 affiliated stations to the present network of 326 affiliates. Seven new affiliates have been added during the past month.

"This increase graphically shows an ever-increasing recognition on the part of station operators that a nationwide network provides a station, and the audience it serves, program fare that is beyond the reach of individual stations. Of particular interest to stations is the world-wide news and special events and public affairs programming offered by a network. ABC Radio now covers 96.1 percent of total U. S. radio homes." • • •

NBC Radio Advertisers:

1959	1958	1957	1947
125	133	125	68

1959 Clients

Academy of Motion Picture Arts & Sciences, Alden Rug Mills, Allis Chalmers, Aluminum Co. of America—aluminum boats and aluminum products, American Dairy Assn., American Machine & Foundry, American Motors Corp., American Telephone & Telegraph Co., A-P Parts, Armour & Co., B. T. Babbitt Co., Back to God Hour of the Christian Reformed Church, Beltone Hearing Aid Co., Billy Graham Evangelistic, Book Enterprises, Inc., Bristol-Myers Co.—Trushay, Bristol-Myers Co.—Grove Laboratories Div., Brown & Williamsen Tobacco Co., California Packing Co., Harry Campbell—Sakrete, Carter Products, Chap Stick Co., Chrysler Corp.—Simca Cars, Church & Dwight, Curtis Circulation Co., Electric Autelite Co., Evangelical Foundation, Evinrude Motors, Excelle Corp., Ex-Lax Co., Florists Telegraph Delivery Assn., Food Specialties Inc., Ford Motor Co.—institutional, Ford Motors Co.—trucks, cars, & parts, Foster-Milburn, Formica, General Foods Corp.—Jell-O, General Foods Corp.—Swansdown, General Insurance Co., General Mills—Cheerios, General Motors—Fisher Body, General Motors—Services, General Motors—Oldsmobile, GHP Cigar Co., Gillette Safety Razor Corp., I. J. Grass Needle Co., Greyhound Corp., Gulf Guaranty Land & Title Co., Hearst Magazine Div., Hess & Clark, Hudson Vitamin Co., Hygrade Food Prod., International Harvester Co., Kiplinger—*Changing Times,* Lehn & Fink, Lever Bros.—Good Luck margarine, Lever Bros.—Pepsodent, Lever Bros.—Surf, Lewis-Howe, Liggett & Myers Co., Longines-Wittnauer Watch Co., Lutheran Layman's League, Mack Trucks, Marion-Kay Products, Mail Pouch Tobacco Co., B. Manischewitz Co.—food products, Midas Inc., Mogen David Wine Co., Monroe Auto Equipment Co., Morton Salt Co., G. H. Musselman Co., Mutual of Omaha, No. American Van Lines, Pan American Coffee Bureau, Parker Games, Pepsi-Cola Co., Pharmacraft Co., Philip Morris Co., Plastone Co., Plough Inc., Popular Science Monthly, Princeton Knitting Mills, Procter & Gamble, Purolator Products, Quaker Oats Co., Q-Tips Inc., Radio Corporation of America—Institutional, Radio Corporation of America—appliance, TV, radios, Raybestos Div., Raytheon, Readers Digest Assn., Renauzit Home Products, Renault Inc., R. J. Reynolds Tobacco Co.—Camels, Winston, R. J. Reynolds Tobacco Co.—Prince Albert Tobacco, Savings & Loan Assn., School Mfg. Co., Scott Paper Co., Shulton Co., Simoniz Co., Singer Mfg. Co., Society of Plastics, Socony Mobile Co., A. Stein Co.—Perma-lift bras, Sterling Drug Co., Sun Oil Co., Sylvania Co., Time Inc.—Life Magazine, Time Inc.—Time Magazine, Time Inc.—Sports Illustrated, Tipon—Tipon, Tyrex Inc., Twentieth Century-Fox, Union Carbide & Carbon Co., United Fruit Co., United Insurance Co. of N. America, U. S. Royal Tire Div., Vick Chemical Co., Voice of Prophecy, Voice of Temperance, Walker Mkt. Co., Warner-Lambert-Anahist Div., Watch Makers of Switzerland, Waverly Fabrics, Whitehouse Co., Yardley of London.

CBS Radio Advertisers:

1959	1958	1957	1947
102	128	118	63

1959 Clients

Aluminum Co. of America, Amana Refrigeration Inc., American Home Products Corp.—Whitehall Laboratories, American Motors Corp., American Oil Co., American Tel. & Tel. Co., P. Ballantine & Sons, Beltone Hearing Aid Co., Ben Mont Papers Inc., The Borden Co., The Milton Bradley Co., Bristol-Myers Co., Bristol-Myers Co.—Grove Laboratories Div., Burgess Vibrocrafters Inc., California Packing Corp., Campana Sales Co., Campbell Soup Co., CBS Electronics Div., Chesebrough-Ponds Inc., Clairol Inc., Comstock Foods Inc., Continental Wax Corp., Cowles Magazines Inc., Helene Curtis Industries Inc., Curtis Circulation Co., Dumas Milner Corp., Ex-Lax Inc., Dr. Peter Fahrney & Sons Co., Firestone Tire & Rubber Co., Food Specialties Inc., Foster-Milburn Co., Fram Corp., General Cigar Co., General Electric Co.—Lamp Div., General Foods Corp., General Motors Corp.—Chevrolet Motor Div., General Motors Corp.—Oldsmobile Div., General Motors Corp.—Delco Products Div., General Motors Corp.—Service Div., General Nutrition Corp.. Gillette Co., Hartz Mountain Products Corp., Hastings Manufacturing Co., The Hearst Corp.—Magazine Div., Hudson Vitamin Products Inc., Insurance Co. of North America, Kellogg Co., Kiplinger Washington Editors Inc., Kitchens of Sara Lee, Knouse Foods Cooperative Inc., Lehn & Fink Products, Lever Brothers Co., Lewis Howe Co., Longines-Wittnauer Watch Co., Mail Pouch Tobacco Co., McCall Corp., Mentholatum Co., C. H. Musselman Co., Mutual Benefit Health & Accident Assoc., Nationwide Insurance Co., Niagara Therapy Manufacturing Corp., Pepsi-Cola Co., Peter Paul Inc., Plough Inc., Popular Science Publishing Co., Puritan Research Corp., Puritron Corp., Q-Tips Inc., Reddi-Wip Inc., Renfro Valley Country Store, Renuzit Home Products Co., R. J. Reynolds Tobacco Co., Sandura Co., Savings & Loan Foundation Inc., The Scholl Manufacturing Co., Scott Paper Co., Sealy Inc., Shulton Inc., A. E. Staley Manufacturing Co., Standard Brands Inc., Standard Packaging Corp., Sta-Nu Corp., Sterling Drug Inc.—Glenbrook Labs Div., Stewart-Warner Corp., Studebaker-Packard Corp., Sweets Co. of America, Sylvania Electric Products Inc., Syntex Chemical Co., Tetley Tea Co., Texaco Inc., Turtle Wax-Plastone Co., Wm. Underwood Co., United Fruit Co., United States Plywood Corp., Vitamin Specialties Corp., Watchmakers of Switzerland, Wm. Wrigley Jr. Co., Yardley of London Inc.

ABC Radio Advertisers:

1959	1958	1957	1947
118	89	98	68

1959 Clients

AFL-CIO, American Home Products Corp.—American Home Food Div., American Home Products Corp.—Whitehall Laboratories Div., American Telephone & Telegraph Co., Apple Valley Building Development Assn., Assemblies of God, Bankers Life & Casualty, Baptist Bible Fellowship Inc., Beltone Hearing Aid Co., Benrus Watch, Ben Mont Paper Inc., Billy Graham Evangelistic Assn., Bristol-Myers Co.—Clairol, Bristol-Myers Co.—Grove Laboratories Div., E. L. Bruce & Co., Burgess Vibrocrafters, Campana Sales Co., Chicopee Mills Inc., Chrysler Corp.—Dodge Div., Chrysler Corp.—Plymouth Div., Colgate-Palmolive Co.—Dental Cream, Curtis Publishing Co., Dawn Bible Students Assn., Walt Disney, Dr. Pepper Co., Dow Chemical, Eugene Stevens, Ex-Lax Inc., Food Specialties, Fred Fear Easter Egg Color Co., General Assn. of Davidian 7th Day Adventists, General Foods Corp.—Jell-O, General Foods Corp.—Kool Aid, General Foods Corp.—Swansdown Cake Mixes, General Foods Corp.—Maxwell House Coffee, General Motors Corp.—Cadillac Div., General Motors Corp.—Pontiac Div., GM Guardian Maintenance, General Nutrition Corp., Gospel Broadcasting Assn., Grey-Rock (Div. of Raybestos-Manhattan), Grosset & Dunlap Inc., Gulf Guaranty Land & Title Co., Rastings Mfg. Co., Highland Church of Christ, Harrison Home Products, Hollingshead Corp., Lewis Howe Co., Hudson Vitamin Products Inc., Kapp Records, Kretschmer Corp., Kiplinger Washington Editors Inc., KVP Corp., Landers Frary & Clark, Levolor Lorentzen Inc., Magla Products, Mentholatum Co., Midas Muffler Co., C. H. Musselman Co., McCall Corp., Oral Roberts Evangelistic Assn., Parker Pen Co., Pabst Brewing Co., Pepsi-Cola Co., Peter Paul Inc., Pfizer Laboratories, Pharmaco Inc., Plough Inc., Plantabbs Corp., Puritron Corp., Radio Bible Class, R. J. Reynolds Tobacco Co., Renuzit Home Products Co., Rock of Ages Corp., Savings & Loan Foundation, Schick Inc., Scholl Mfg. Co., Skamperettes Co., Mister Softee Inc., Russell Spruance Co., A. E. Staley, Standard Brands Inc., Standard Oil of Indiana, Sterling Drug—Dr. Caldwell Laxative, Swanson Cookie Co., Syntex Chemical Co., Trip of the Month Club, Union Carbide Corp., United Artists Corp., U. S. Pharmacal Co., U. S. Pool Corp., Universal-International Pictures Corp., Van Nuys Savings & Loan Assn., Voice of Prophecy Inc., Watchmakers of Switzerland, Western, Western Airlines, Whitehouse Co., World Vision Inc., Dr. Thomas Wyatt.

Mutual Advertisers:

1959	1958	1957	1947
77	67	83	54

1959 Clients

Aldon Rug Mills, America's Future, American Machine & Foundry Corp. —Pinspotter Div., American Red Ball Transit Co., American Telephone & Telegraph Co., American Tobacco Co.—Pall Mall, Bankers Life & Casualty Co., Baptist Bible Fellowship, Beltone Hearing Aid Co., Bon Ami Corp., Carter Products Inc., Christian Herald, Christian Reformed Church, Christmas Club, Chrysler Corp.—Plymouth Div., Church & Dwight Inc., Colgate-Palmolive Co.—men's preparations, Denver Chemical Co., Dawn Bible Students Association, F & F Laboratories Inc.—cough drops, Ex-Lax Inc., First Church of Christ Scientist, Ford Motor Co.—Mercury Div., Fram Corp., General Foods Corp.—Maxwell House Coffee, Jell-O and Calumet products, General Motors Corp.—Chevrolet Div., Billy Graham Evangelical Association, Gulf Guaranty Land & Title Co., Halogene Corp., Highland Church of Christ, Hudson Vitamin Products Inc., Lanolin Plus Inc., D. B. Lewis Co., Lewis Food Co., George W. Luft Co., Lutheran Layman's League, Lou Magram Inc., Mail Pouch Tobacco Co., National Brewing Co., Pepsi-Cola Inc., Peter Paul Inc., Popular Science Magazine, Pharmaco Inc., Quaker State Oil Refining Corp., Radio Bible Class, Readers Digest, Revlon-Inc.,—Knomark Div., R. J. Reynolds Tobacco Co.—Camel and Winston cigarettes, Savings & Loan Foundation, Sea Breeze Laboratories, Sinclair Refining Corp., Standard Brands Inc., Sterling Drug Co., Scranton Lace Corp., Symphonic Electronics Corp., Syntex Chemical Co., Time Inc., True Magazine, U. S. Air Force, Universal-International Pictures Corp., Twentieth-Century Fox Pictures Corp., Vazol Inc., Voice of Prophecy, The White House Co., Wings of Healing, Word of Life, Watchmakers of Switzerland. • • •

Radio: Sales



PROBLEM: Shore up sagging sales of insulation materials.

SOLUTION: Extensive use of local radio for the first time.

IMMEDIATE RESULTS: Sensational!

LONG RANGE RESULTS: Radio became an integral and basic element in all future advertising plans.

Today Western Mineral Products Co., Minneapolis, Minn., manufacturing distributors of Zonolite insulation products, its distributors and dealers are currently running campaigns on 106 stations. The frequency of the spots average 10 to 15 a week, with most of the activity being concentrated in a mid-September through January period.

The amount of money spent in radio by Western Mineral itself has increased 500 percent since 1949, when the firm took its first step into the medium. The company also co-ops on a 50-50 basis with its distributors. In addition, 155 dealers pay their own time costs for local campaigns.

In 1949, Western Mineral was struggling to reverse the general downward sales trend of insulation

Building Material

Western Mineral's mixture of regional and local radio campaigns for Zonolite insulation material integral part of ad plans for 10 consecutive years

products which had hit the entire industry. Although radio had been given little consideration in the past, Harvey W. Steiff, vice president in charge of sales for Western Mineral, decided that a concentrated campaign on the airwaves would not only maintain but increase insulation business.

"The decision to go into radio as an advertising medium," Mr. Steiff says, "went directly against the generally accepted feeling in the building materials industry that radio couldn't sell its products. However, we felt that local radio could reach our potential customers. The more aggressive dealers," Mr. Steiff continues, "agreed to go along with our experiment and give radio a try."

Zonolite spots were placed on about 75 stations in the upper midwestern territory the company services. The 1949 campaign not only halted the drop in sales, but broke all existing sales records for Western Mineral, according to the company. Enough momentum was also built up to sustain sales through winter, when business is traditionally slow.

The dramatic results of Western Mineral's first venture into radio, Mr. Steiff points out, warranted continued use of the medium. After 10 consecutive years of working with radio, the company has evolved a flexible and successful formula for its distributors and dealers. "We have been steadily increasing our radio activities," Mr. Steiff says, "and our sales curve has been showing the results. In the past three years our firm doubled the volume of business it had built up over a 21-year period.



Harvey W. Steiff, WMP's sales vice pres.

And when all the figures are in, we are sure that 1959 will have been the biggest single year in the company's history."

Western Mineral limits its own radio buys to full power stations in 35 key markets in nine midwestern states which comprise its sales territory. The primary objective is to provide an "umbrella" for the local spots and shows aired by the company's distributors and dealers.

"We don't have a rigid set of rules we follow when making a time buy," Mr. Steiff explains. "We try to be flexible and to make use of strong local personalities wherever possible. For this reason we use one minute transcriptions in some instances, and live copy delivered by the local celebrity in others.

"By making use of popular local personalities," Mr. Steiff continues, "we not only get the advantage of associating him with Zonolite to his loyal listening audience, but we are also provided with a strong argument to help persuade some doubting dealers to climb on the radio bandwagon. As a matter of fact, we have invited some of these perform-

ers to address local dealer meetings with very satisfactory results."

Western Mineral does not work directly with its dealers in setting up local time buys; responsibility for this is left to the individual distributors. However, the firm does supply complete and expert assistance to its distributors. As an indication of just how important these local radio activities are to Western Mineral, Mr. Steiff says that there are 22 people on the sales and merchandising staff who have been given special training by broadcasting experts in how and when dealers should use radio. These experts are put at the disposal of distributors to develop effective and coordinated campaigns.

"In addition to the specialized training," Mr. Steiff states, "we often have broadcast people come down to talk at general sales meetings. Some recent guest speakers have been Larry Haeg, manager of WCCO Minneapolis, and Lloyd G. Venard, president of Venard, Rintoul & McConnell Inc., New York, representing radio and television stations throughout the country.

"Our local dealers," Mr. Steiff says, "have adopted our flexible attitude about programs. The end result is a wide variety of time buys. Many spots are currently being used on early morning farm hour shows, high school basketball game broadcasts and newscasts. For example, dealers in the Milwaukee area have been using Zonolite spots very effectively in conjunction with the WRIT broadcasts of the Milwaukee Braves baseball games.

"For three consecutive years," Mr. Steiff continues, "Zonolite's distributor at Iowa City has sponsored the football broadcasts of Iowa University games, sharing the cost with a group of dealers in that trading area. Our Rapid City, S. D., distributor first tried a program with dealer cooperation over KOTA Rapid City. The response was so gratifying that this year six stations are being used to cover the Black Hills market — KCSR Chadron, Nebr.; KNDC Hettinger, N. D.; KOBH Hot Springs, S. D.; KOLY Mobridge, S. D., and KOTA and KEZU, Rapid City. During 1959, every station in the state of South Dakota carried the Zonolite message."

Describing other local activity, Mr. Steiff mentions a jobber in Grand Rapids, Mich., blanketing the Minnesota Iron Range over the facilities of KOZY Grand Rapids, WMFG Hibbing, WEVE Eveleth and WHLB Virginia. Although no specific dealers are involved in this campaign, the spots being used carry the tag, "See Your Local Lumber Dealer."

"These co-op radio plans being offered by building material distributors," Mr. Steiff says, "are interesting because, in most cases, it is the first time that any of them have offered their dealers much of an advertising program aimed at the consumer market. And as more and more of our distributors spread the word of their success with local radio, we expect this trend to continue."

Mr. Steiff explains that Zonolite vermiculite insulating fill is an ideal building product to aim at the consumer since it easily fits into the "do-it-yourself" category. Spots run on local sports shows, and similar programs, catch the young home owners who would be interested in such a product. In the past two years, Mr. Steiff says, the theme of the fall campaigns has been attic reinsulation, which is said to be a new selling approach in the field.

Western Mineral has been careful to see that the copy used on the spots takes full advantage of radio's selling impact, and that it can be dove-tailed with other advertising efforts. When the first radio campaign was launched, Mr. Steiff says, the company used three 30-second and two 1-minute spots to be read by the local station announcer. The following year Western Mineral started using ETs.

"In 1952, we decided to use a new approach and try to rub a little glamor off on our product," Mr. Steiff says. "Each year, for five years in a row, we used the voices of well-known figures from the entertainment world on our announcements. Claude Kirchner made the first transcription for us in 1952. The Chordettes made the first Zonolite singing commercials in 1953. Bob Crosby was our 'salesman' in 1954, Danny Kaye was our 'voice' in 1955, and Bing Crosby told our story in 1956.

"In order to get the most mileage out of our radio efforts, the same personalities were featured in Zonolite newspaper mats, national magazine advertising, outdoor billboards and point-of-sale displays. The added prestige that came from these campaigns was another factor in getting many reluctant dealers to participate in radio."

Mr. Steiff says that now that dealer radio advertising is well established, Zonolite has gone back to hard-sell spots with unfamiliar but persuasive voices. And as mentioned previously, local "names" are being employed to provide the candy coating for the hard sell.

Here is an example of a 60-second announcement currently being used by Zonolite:

There's a thief in your attic . . . robbing you of comfort and fuel dollars! If you don't believe it, check and see! Yes, insulation that has shrunk and sagged down as much as 1/3 to 1/2 may be costing you many fuel dollars. Packed-down, vanishing insulation is like having no insulation at all in places where you thought you were being protected. So, check and see if your attic insulation is falling down on the job. If it's below the safety and comfort level, insulate right over your present insulation with Zonolite. Just pour it, leave it. Zonolite is the permanent mineral insulation that never goes flat, never packs down. Zonolite cuts your fuel bills as much as 40 percent! It's rot-proof, vermin-proof, and so completely fire-proof, it actually snuffs out flame! Takes only a few hours to install yourself. Come in for a free Zonolite estimate today!



For a number of years Western Mineral used well-known entertainers as the focal point of all of its advertising and promotion efforts. Seen is a display built around the famous Bing Crosby.

This is a sample of a typical 30-second spot:

LOCAL ANNCR: Your ZONOLITE weather forecast: (LOCAL WEATHER FORECAST).

E.T. ANNCR: Whether it's hot or cold outside, your house can be comfortable inside—if you insulate with ZONOLITE! Enjoy a cooler home in summer—save on fuel bills in winter! ZONOLITE BRAND VERMICULITE is permanent, fire-proof, easy to install yourself! Costs as low as SIXTY-SEVEN SIXTY for the average home! Insulate with ZONOLITE!

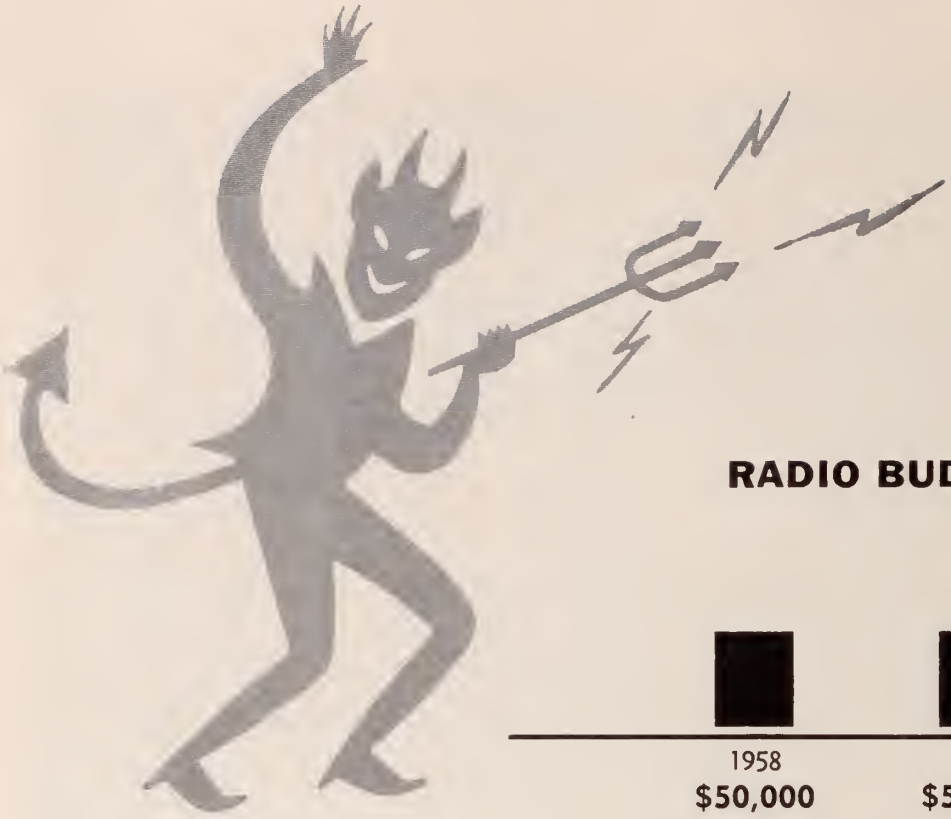
LOCAL ANNCR: See (DEALER'S NAME AND ADDRESS) about ZONOLITE FOR YOUR house!

1960 Campaign Plans

"When we kick off our fall 1960 campaign next September," Mr. Steiff says, "we are confident that our dealers will be using more radio than ever before. Much of this confidence is based on reports that come in to us. For example, when the Independent Lumber Co. in Sioux Falls, S. D., went on KSOO, it doubled its sales over the previous year. The Central Lumber Co., Stillwater, Minn., went on WAVN with a concentrated campaign of several spots a day, and sold more Zonolite in 10 days than it had ever sold in 12 months. Let me assure you that results of this kind do not go unnoticed by other dealers in our territory."

In describing Western Mineral's plans for the new year, Mr. Steiff tells how they intend to enlist the aid of the stations to get Zonolite dealers to continue with their radio activities. "Early this fall we are going to send a letter and a transcription of our new spot announcements. The letter will inform the station of dealers in its sales territory who have used radio, and suggest that they be contacted about their plans for 1960."

After 10 full years of experience with radio, Western Mineral Products has come to look upon the medium as a basic part of all its advertising and promotional activities. Radio's ability to permit the firm to blanket its territory, and still allow local distributors and dealers to pinpoint their markets, and mold the campaigns to their individual requirements, has proved to be a potent combination that is paying off at the cash register. • • •



Underwood Gives

After being on limited radio diet for two years, firm develops taste for the medium and purchases a $175,000 slice of national air time

After two years of nibbling at radio in test campaigns, the Wm. Underwood Co., reportedly the largest seller of deviled ham in the world, has taken a full-sized bite into national radio for its Red Devil brand.

The company had its first taste of sound in 1958 and a second one in 1959, apparently to confirm its earlier inclinations. The trial was pleasing enough for Underwood to take a slice of *Arthur Godfrey Time* for most of 1960. The campaign, which will cost $175,000, is set to run on 199 stations of CBS Radio for 33 weeks, having started the middle of last month.

Underwood, formerly a confirmed user of the magazine medium, made its decision to tell its story on radio after these tests convinced it that radio could sell their quality product. The company put an estimated $50,000 into each of the tests.

The first one ran in the summer



Putting the Red Devil on radio are (l. to r.) James D. Wells, Underwood manager of marketing; radio personality Arthur Godfrey; Ellen Stillman, Kenyon & Eckhardt account executive; and George C. Seybolt, president of Underwood. First national radio buy will run for 33 weeks.

Radio the 'Devil'

of 1958 in the New England area. The results were enough to make the Red Devil prick up his ears. To prove it wasn't a fluke, however, the test was repeated in 1959.

"Since the per capita consumption of Underwood's deviled ham is greatest in New England, we figured that if sales results were satisfactory there, the prognosis for the success of national radio advertising would be excellent," says Ellen Stillman, Underwood's account executive at Kenyon & Eckhardt Inc., Boston.

The campaigns were the same both years. Each ran for 13 weeks during the late spring and summer. A total of 500 spots a week were scattered on stations throughout the New England area, averaging 20 to 30 spots a station. The company maintained its magazine schedule in New England as it did in the rest of the country. No other additions to any part of the advertising schedule were made. The only difference between the New England markets and the rest of the country, therefore, was radio.

The format of the campaign was humor, utilizing a girl's voice. The same voice was used in all the commercials, easily identifying the Underwood commercial in a variety of situations. The girl appeared in a supermarket, getting out of a cab, in the midst of a party. She continually described the advantages of Red Devil ham in words ending in "ly." Here is an example of the "Krazy Talk" series:

The commercial begins with background noises of crowds and a loud rattling of many cans. The cans crash noisily onto the checkout counter as the clerk calls for the next purchase:

MAN: Lady! Did you know these are all cans of Underwood Deviled Ham?
WOMAN: (All righteе voice) Of coursily. . .
MAN: But how much Underwood Deviled Ham can you eat?
WOMAN: Neverily enough.
MAN: I like it myself—my wife uses it in sandwiches—and things . . but how many cans you got here?
WOMAN: Thirtyily. . .
MAN: But why?
WOMAN: I lovily it's richily flavor—that heavenly hamily flavor—it's devilicious!
MAN: Richily—hamily—lady, do you always talk this way?
WOMAN: Whatily way?
MAN: Forgetily—I mean forget it—the customer's always right?
ANNOUNCER: This customer is right—no matter how she says it. Underwood Deviled Ham has true ham goodness because it's made from fine whole hams. Try this Underwood Deviled Ham treat—spread deviled ham on bread, top with swiss or

American cheese—and grill or boil. Always keep several cans of Underwood Deviled Ham on your pantry shelf—only Underwood Deviled Ham is

WOMAN: devilicious!

The "Krazy Talk" commercial was used to attract the attention of the listener. Evidently it served its purpose. The company received a score of unsolicited letters from listeners. Some liked the commercial; some objected to it. The results both years, according to James D. Wells, Underwood's manager of marketing, were "outstanding sales increases in areas where people already bought lots of Underwood Deviled Ham."

So successful, in fact, that the company decided on the 33-week participation on the Arthur Godfrey show that began last month. This is the company's first network buy. It was felt, according to Mr. Wells, that this would offer the best possible national coverage for the product. Underwood will be on once a week, on Wednesday or Thursday, for a 10-minute segment.

Why the Arthur Godfrey show? The choice for a format, points out Mr. Wells, was either a humorous one like that used in the test campaigns, or one that relied on a personality. It was Mr. Godfrey's proved sales ability that attracted Underwood to the personality approach. "We are convinced," says Mr. Wells, "that Arthur Godfrey's remarkable ability to make a strong product presentation will be highly effective in selling Underwood Deviled Ham."

It is interesting to note, Miss Stillman points out, that after Underwood decided on Arthur Godfrey, it had to sell Mr. Godfrey on the product. "It's very true," she says, "that he won't take a product he isn't sold on. Only if he thinks he can mean what he says in his sales talk, will he take it." "The prestige that comes from this kind of discrimination could only add to the quality image that Underwood would like to portray," the agency feels.

Mr. Wells says that the advertising budget has been increased to allow for the radio buy. It is not, however, another test. Nor is it intended as a supplement to the magazine schedule. Radio will be used as an integral part of the 1960 advertising strategy, states Miss Stillman.

The Underwood advertising story has two parts. One concerns the variety of uses to which deviled ham can be put. The other concerns the quality of the product. The job of the magazines, according to Miss Stillman, is to show the many different ways in which the ham can be used. Radio, while also suggesting uses, puts stronger emphasis on quality than is being done in print.

The Underwood quality story goes back to its founding in 1821. Since that time, when Boston clipper ships carried the first Underwood canned goods around Cape Horn, the company's products have been sold as quality goods at premium prices. "Consumers, however," according to Miss Stillman, "don't yet understand that Underwood is one of the nation's pioneer quality food producers." It is hoped that radio will help draw attention to this facet of the Underwood story.

Another more recent development at Underwood is its concern for expansion and its interest in progressive marketing practices. The Red Devil trademark, for instance, dates back almost a hundred years to the introduction of Underwood Deviled Ham in 1867.

The company is proud of the tradition that has evolved as the trademark has aged. Recently, however, the company began expanding its point-of-purchase advertising. The displays included large posters of the company's Red Devil, which did not show up well when enlarged. So the company redesigned the trademark, and replaced the old Satan with a more amiable version.

Now, the use of national radio is paralleling the forward steps the company is making. • • •



New Red Devil waves gaily from modern package design. White paper overwrap is Underwood tradition, was used in 19th century to protect ham on sea voyages.





Jet Age Radio

Air France switches to hard-sell spot approach

Air France is currently flying high on the wings of the most extensive advertising campaign in its 40-year history—a campaign which has been precision-tooled to power the inauguration late this month of the airline's regularly scheduled transatlantic jet service.

The company's $6 million-plus budget for 1960 in the U. S. continues to provide—as it did throughout the 1950's—for radio support in 10 major markets across the country.

What's new for the sound medium is the doubling of its dollar share of the budget in the last two to three years, declares Paul Burrows, advertising manager for the firm's North American division, which has headquarters in New York.

With this increase, Air France and its American agency, BBDO, New York, have revamped their entire radio strategy, changing over from sponsored good music programming to spot announcements in all markets.

"While we are still primarily on good music stations," Mr. Burrows explains, "the switch from program to spot seemed to be in keeping for several reasons with the airline's major move from conventional engines to jets.

"We felt that a jolt in our radio maneuvers, which had remained largely unchanged for eight or nine years, would make our listening public sit up and take notice. We needed a new method to announce a new product."

In addition, Mr. Burrows points out, both the airline and agency were convinced that spot commercials could hit harder and generate greater immediate impact than institutional-type announcements between musical selections by a good emcee.

One factor in Air France's operations which has not changed is its cooperative relationship with the French Government Tourist Bureau, New York, with whom the airline co-sponsors all radio activities.



Paul Burrows, advertising manager for the Air France North American Division helped set up the firm's new radio advertising approach for the 1960 jet service.

According to Myron Clement, public relations director for the bureau, this long-standing arrangement is advantageous to both parties because it makes the most efficient use of the available budgets to impress the French image on the American public.

"By working together under previous program sponsorship arrangement and the present spot use, we can insure that the public hears about France at given times. By concentrating and not diluting this image, one of our commercials builds on the impression made by the others. We at the tourist office talk about the attractions of the country itself, and the airline talks about the attractions of traveling to it. What could dovetail better?"

At the present time, the tourist bureau and the airline share 17 one-minute spots over WQXR in the New York market. Each organization gets eight spots one week and nine the next. In the other nine radio markets each company gets three announcements per week. Neither sponsor refers to the other in its commercials — the only connection from the public's viewpoint being the subject matter—France.

The spots are aired primarily during the evening hours, aimed at reaching the entire family when it is most likely to be together.

"Both men and women are important to us," says Mr. Burrows, "because while the husband pays for the tickets, the wife can influence the choice of air carrier.

"We stick to good music stations for the obvious reason that we are selling a luxury product and we feel our best market is among the financial and cultural upper brackets. Our theory is that a family must have both the means to use our service and the desire to see faraway places."

To stimulate interest in worldwide travel in general and French tourism in particular, the airline's commercials in 1960 will emphasize the comfort of flying via Air France and the French atmosphere on the planes. This will be in addition to the publicity given in each market to the new jet flight schedules.

The major commercial copy points will include: largest and most dependable airline, jet speed, excellence of cuisine, interior comfort and Parisian decor, fares, schedules and addresses of district offices in each city for inquiries.

The commercials will be delivered live by the local announcer in each city. A typical announcement will sound like this:

A lone American made headlines some 30 years ago by flying from New York to Paris in 36 hours! Starting the end of January you can make that same trip—any day—in just six hours and a half, thanks to the new Air France Boeing 707 Intercontinentals—world's fastest, largest, longest-range jetliners! These giant new jetliners are American-built but they are unmistakably French in decor, service and cuisine! The atmosphere is bright, cheerful, subdued, restful. The stewards and hostesses attend to your every wish and need with speed, efficiency and extraordinary courtesy. And the food is a gourmet's dream, prepared in separate galleys—one for economy class, one for de luxe meals. Anyway you look at it, it's a fabulous experience—flying to Paris aboard a luxurious new Air France Boeing 707 Intercontinental...Remember, jet service starts the end of January. Round trip New York to Paris, just $532.20 economy class...only $979.60 de luxe. For reservations see your travel agent or call Air France. Phone Olympia 6-6000. That's Olympia 6-6000.

This kind of straight-forward selling announcement represents a considerable shift in emphasis from the more institutional commercials in

(Cont'd on p. 56)



Arthur Wurtmann, BBDO account executive (l.) discusses Air France's expanded radio plans for new jet service with Robert Haller, assistant account executive.

Last year, traffic accidents killed 37,000, injured 1,400,000

. . . and they wasted Five Billion Dollars!

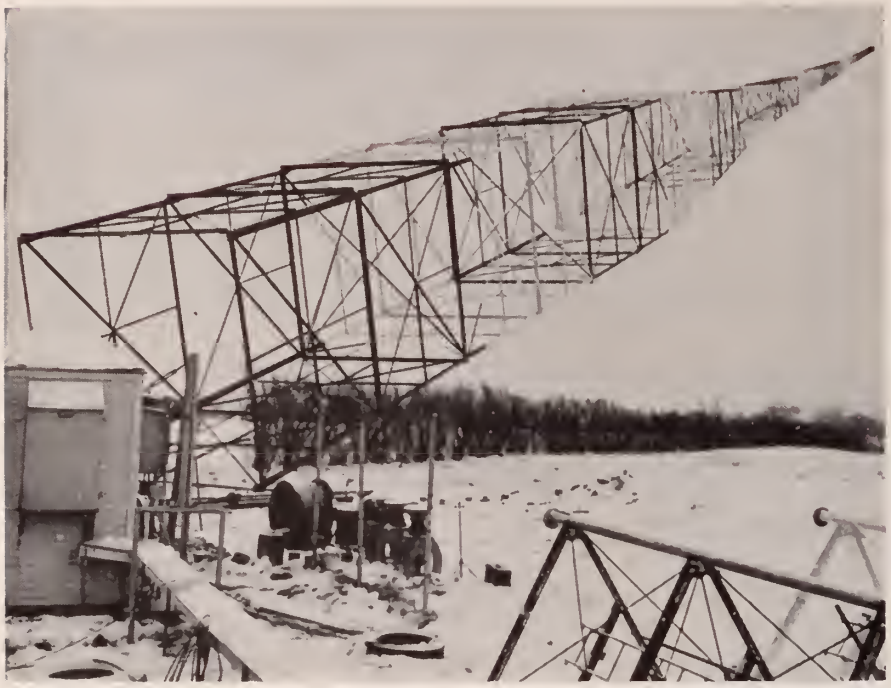
Traffic accidents' human toll is so tragic we sometimes overlook their staggering economic waste. Five Billion Dollars in lost wages, medical expenses, insurance costs and property damage! Your business—every business—shares in this loss. So you have a double interest in helping reduce traffic accidents. And you *can* help! Drive safely and obey the law yourself . . . certainly. But go further. Use your influence to promote safe driving and urge strict law enforcement. To make your efforts more effective, join with others working actively to reduce traffic hazards in your community. *Support your local Safety Council!*



Published in an effort to save lives, in cooperation with the National Safety Council and The Advertising Council.

NAB LIBRARY

A Quick Glance At People, Places And Events Around Radio-Land



FALL OF A TOWER is caught by the camera, paradoxically a symbol of progress for WTMJ Milwaukee. The station had just completed the erection of a new 685½-foot tower. The old 400-foot tower had been in service since 1935. Two of the legs were severed, then the tower was pulled and allowed to topple over. The entire operation took less than 45 minutes.



EMCEE with main attraction of the 29th Annual Laurel Rotary Minstrel take bows. Beauty is Mary Ann Mobley, Miss America of 1959, pictured with Gene Tibbett, co-owner and general manager of WLAU Laurel, Miss. Proceeds of the show are being used for the crippled adult rehabilitation campaign fund.



ONE OF THREE winners in timebuyer competition coincident with move of three John Blair companies to Corning Glass Building, New York, is William E. Warner (c) of Ted Bates & Co. Gift of Steuben Crystal is presented by Art McCoy (l.), executive vice president of Blair & Co., and Ed. D. Shurick, executive vice president of Blair-Tv.



ARDENT KEX Portland, Ore., cyclists Lee Smith and Barney Keep proudly enter Portland State College five-day Bike Marathon. They didn't get far, but two rival Portland State fraternities kept the relay going for 108 hours around the clock, while the disc jockeys kept interested listeners informed on pedal-by-pedal progress of the race.

"TOYS FOR TOTS" are solicited by remote set-up of KMGM Albuquerque, placed in parking lot in front of station's studios. Everyone driving through the lot and donating a toy to the Marine Corps drive could dedicate a tune to anyone they wanted. Over 3,000 toys were collected at the event, it was reported.

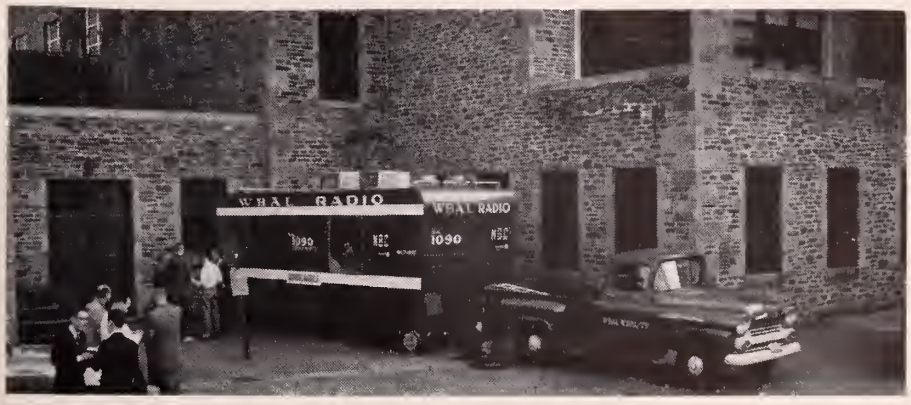




IN MIAMI, Marines line up to collect toys from dancers at "Toys for Tots" dance marathon jointly sponsored by WQAM Miami, the Marine Reserve and the Hialeah Recreation Department. Six and a half-hour event was held in the Hialeah Municipal Auditorium. Over 1,500 toys were collected as the price of admission.



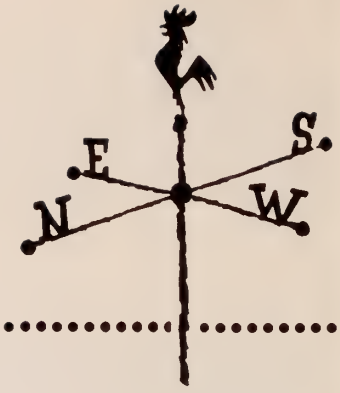
LIFE IN A dungeon is the fate of disc jockeys "Doc" Holiday and Tom O'Shanter of KOFA Yuma, Ariz. Until the local United Fund chapter reached its goal, they would eat, sleep and broadcast from their prison confinement.



"SCHOOLS ARE YOUR Business" proclaims the WBAL Baltimore "Schoolmobile" as it travels through Baltimore Country from school to school gathering educational information. Topics for the weekly 15-minute show range from driver education to student government. Galen Fromme, WBAL news director, conducts the interviews with students, teachers, officials.

TASK OF COUNTING the 180,647 postcards sent in to WTVN Columbus, O., for its "High School Ballot Box Contest" is taken on by radio staffers (l. to r., front row): Amy Lou Hardin, Anne Duey and Louise Lehman, and (back row) Glenys Rickard, Lauretta Bowlby, Jane Pailet and Sylvia Westerman. Students entered contest by writing their school's name on a card and mailing it to the station. Winning school received juke box and records.





The Female Influence In Automobile Market

Study by BBDO shows the growing role the woman of the house is playing in auto buying decisions. Other studies also reveal that she's a "radio influential"

The next time you take the car out for a spin around town, don't be too surprised if the salesmen's shack on that used car lot off Main Street has chintz curtains on the window. And if you stop into a station for gas, don't head for the nearest exit if the attendent starts giving your windshield a quick swipe with a lace-trimmed cloth.

The simple fact of the matter is that women are becoming more and more a factor in *all* automotive purchases. With over 27 million women now driving, and with the number of women drivers increasing an impressive three and one-half million in the past two years, this is a mobile market which bears some watching.

BBDO Inc., New York, has issued the results of a study of the female influence on automotive purchases which may have some direct bearing on whom and how radio is used. As other studies have shown (see *Housewives Listen, Too.* October, 1959) women are both avid and loyal radio users. Housewives, according to the Market Planning Corp. study for H-R, spend about four and one-half hours each day listening to radio.

The BBDO study indicates that Mrs. Housewife also takes the radio listening habit with her when she gets into the family automobile. The number one piece of equipment found in the cars used in the survey was a radio, with 77 percent of the women replying that their cars were so equipped.

When making up schedules with the lady of the house in mind, it might be of value to know that sometimes she might not be in the house. According to the survey, 48 percent of the women use the car at least once a day. More than nine out of 10 drive a minimum of once a week. A good deal of this driving is done during the non-peak traffic hours. And when "m'lady" gets into her auto, her destination is shopping (56 percent); visiting (37 percent), and meetings (24 percent).

In addition to uncovering some new areas of thought for all users of radio, the study specifically comes up with data of considerable importance to the firms directly involved in the sale and advertising of autos, automobile products and services.

When considering the purchase of a car, the female member of the family appears to be exerting greater influence in the final selection. Whereas the husband was once expected to make most of the decisions on his own, the agency study shows that in 35 percent of the cases the selection of the car is now a joint venture. In determining the price bracket, 12 percent of the women make the decision themselves, and 43 percent work it out with their husbands.

The selection of accessories on a new auto seems to be moving strongly into the female sphere of influence. The BBDO study says that women are the determining factor in the selection of seat covers (34 percent), automatic transmission (26 percent), power steering (23 percent) and tinted glass (20 percent).

Radio campaigns aimed directly at the woman may serve to bolster the image of new car dealers. When asked, "Do you think you will patronize the same dealer that sold you the car you now own?" a substantial 45 percent of those replying said no. It seems safe to assume that the female influence in the selection of which dealer to patronize will continue on an upward curve.

Used car dealers appear to be even more in need of creating a favorable image with the female decision makers. The BBDO study shows that 48 percent of those replying who had purchased their present auto from a used car dealer do not intend to patronize that dealer again. Radio spots beamed at the large female listening audience might be a very effective promotion.

The survey indicates still another, and perhaps not so obvious area in which radio may be effectively put to use. BBDO has found that as many women as men visit service stations. When asked, "Who normally buys gasoline for your car?" 43 percent of the women reported that they made the purchase. Another significant fact is that 75 percent of the women replying said that they "personally have a favorite service station." Possible copy themes are indicated in the degree of importance women place on service station facilities. The report shows that efficient service is considered important by 97 percent of those responding. Convenient location is mentioned by 89 percent, and 86 percent place importance on a station that is an "easy place to drive into."

About 25 percent of women drivers actually control the money that is spent for the service and maintenance of the family auto. The report also shows that in the great majority of cases the woman knows where to go to purchase supplies and services.

When buying automotive products women generally consider that they are not as good as men in judging quality, and in getting the best price. Since, however, the woman is becoming increasingly involved in this area, radio presents another opportunity for advertisers in this market to gain their respect and confidence with material beamed directly at the female.

BBDO sums up its report by stating:

"It seems safe to conclude that the female influence in automotive purchasing is considerable, and as more and more new women drivers take to the road this influence will increase.

"Like the barber shop of yesterday, service stations, car dealers, repair shops and all the other former all-male habitats in the automotive field are subject to an invasion by the women.

"Judging from the experience of centuries, men, we might as well prepare to meet this invasion head on. So let's be nice to the girls, answer their automobile questions, help them solve their problems, gain their respect and confidence—and their business." • • •

Study Shows Women Have Lots of "Drive"*

27.4 million women drivers in the United States

77% women drivers' cars have radios (most desired accessory)

48% women drivers use car daily

43% women drivers jointly decide price range of car purchase with husband

35% women drivers jointly decide make of car with husband

52% women drivers attach importance to radios as an accessory

43% women drivers will change dealers when buying a new car

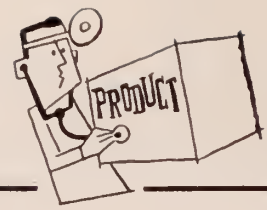
48% women drivers will change dealers when buying a used car

43% women drivers normally buy gasoline for family car

25% women drivers control money spent for service and maintenance

*Statistics taken from BBDO study of "The Female Influence in Automotive Purchases."

commercial clinic



Stereophonic Sound Adding New Dimension to Advertiser's Message

Although still in the early stages of its development, a small group of advertisers is preparing sales messages geared to cash in on the added aural impact provided by stereophonic sound.

A local Philadelphia appliance dealer is making use of dual channel radio to demonstrate the virtues of stereo phonographs right in the potential customer's living room. He is also taking advantage of this dramatic advance in home listening to focus attention on the less vocal merchandise carried in the store.

Gerhard's of Glenside, a Philadelphia suburb, sponsors stereophonic broadcasts over three am-fm stations in the Philadelphia area. Its vice president, James Whelan, came up with the idea of a stereo commercial while watching color tv. It seemed silly to him that a color tv show would have black and white commercials. "That wouldn't be using the full effect of the medium," he thought.

Following up on this he asked himself, "Why limit ourselves to monaural commercials on our stereophonic programs? And what better way to demonstrate our stereo than to bring it into the listener's home?"

He then approached Philip Klein Advertising Inc., Gerhard's advertising agency, with these questions. The agency, in turn, contacted J. R. Productions, Washington, D. C., to see if a stereo comercial was feasible. Deciding they could do the job, the agency and the musical production firm went to work on it.

Dignified Theme

The first consideration was an appropriate theme. They felt a dignified commercial would be most appropriate. Gerhard's, an established prestige store, sells national brand merchandise. In fact, it received last April the Brand Names Foundation's 1958 "Retailer of the Year" award in the appliance division. The award is given to the retailer who does the most to promote brand names in his store. The commercial had to be one that conveyed the distinction and prestige of the Gerhard store.

The second consideration was to create a commercial that not only made the most effective use of stereophonic reproduction, but one that would also hold up on a monaural program. Gerhard's, which puts 90 percent of its advertising budget into radio, sponsors 25 programs a week. It broadcasts stereo over WFLN-AM-FM, WFIL-AM-FM and WCAU-AM-FM. Many of its programs, however, are broadcast monaurally over other am and fm stations in the Philadelphia area.

Perfect Fit

With these facts in mind, J. R. and Klein first contemplated a question and answer commercial. "One channel would ask the questions while the other would answer." From this developed the idea of an old English round.

"It fitted perfectly into Gerhard's picture," says the agency. "By the very nature of its form, a round shows off stereo by building up and fading out from one side to the other. Its very tone and quality convey dignity and prestige. And it is a form of music that people like to listen to." The result, the agency believed, would be a thoroughly entertaining commercial.

The music, created by J. R., includes seven voices and five instruments. These are a harpsichord, flute, bassoon, oboe and clarinet. Together they utilize the whole range of the musical scale.

The lyrics, too, are light, charming and right to the point. Four male voices sing from the left channel to three female voices on the right channel. The message is:

Male voices: Oh, fair maiden, where do you run?
Female voices: To Gerhard's of Glenside where shopping is fun.
Female voices: Tell me, kind sir, what shall I buy?
Males voices: Appliances of every kind from freezers to hi-fi.
Male voices: Selection...
Female voices: Service...
All: Quality...
All: At Gerhard's of Glenside, you'll find all three.

A 20-second interlude for the spoken announcement is bridged by a background of harpsichord music. Then the round, starting from the left, moving to center and ending on the right channel, picks up the last four lines of the opening:

All: For the very best in sight, sound, service...
Round: Selection, service, quality—at Gerhard's of Glenside, you'll find all three.

Taping the Round

After the commercial had been written, the agency had to find a suitable recording location.

The J. R. people observed that "there is only one place to do it." So the entire cast moved into the Cafritz Auditorium of the Jewish Community Center in Washington for the recording. This, insists the production firm, is one of the best acoustical auditoriums in the world for the purpose.

The result of all these efforts is a one-minute sales talk as entertaining as it is effective. • • •

HOMETOWN U.S.A.

station log



► **News:**

Reports from several stations show how radio can be responsive to public interest in public affairs, local problems and social issues.

You and the Law, a new series over KEX Portland, Ore., is a 25-minute live show designed to make people familiar with their basic legal rights and acquaint them with the general principles of the law. Inaugurated by the Multnomah Bar Association, the program will feature volunteer lawyers answering questions on the law telephoned in by listener. During the 26 weeks for which the program is scheduled, a total of 80 lawyers will offer their services and give their opinions.



All parties concerned seem well satisfied as plans for 1960 are discussed by Robert E. Eastman & Co., New York, national representatives, and WXLW Indianapolis. Seated (l. to r.) Robert D. Enoch, WXLW executive vice president and general manager and Robert Eastman. Eastman staffers are in the rear.

KDKA Pittsburgh has come up with a concept called *Sounding Board,* a series of programs devoted to a variety of social problems. The first series probed the extent to which business is entering the world of politics. Another discussed how Negroes in the Pittsburgh area are being treated in various fields. Additional documentaries on other civic problems will be aired in the coming months.

In another area of news presentation, KEZY Anaheim, Calif., has used the editorial to fight the traditional battle of radio coverage of civic proceedings.

When the city council of Stanton refused to permit a radio newsman to tape record its proceedings, the station took to the air with strong editorial objections. Claiming that the action of the council was an infringement of press rights, the station asserted that the people have a right to the news and that a tape recorder is an essential reporting tool to a radio newsman, just as a typewriter is to a journalist. The editorial was broadcast 24 times on the first day out. Within 24 hours, newspapers in the county came out in support of the station's stand.

The result? A unanimous vote by the city council reversing itself and permitting authorized press representatives to tape its meetings, the station reports.

Several staff members of KMA Shenandoah, Ia., were pictured in a recent issue of *Life Magazine* which featured a photo story of the "good life" in Shenandoah.

► **Programming:**

With the emphasis on balance, WWIJ Detroit has initiated a program format designed to provide something for every segment of the radio audience. The music schedule runs the gamut from pop tunes to old time favorites to show hits to concert music.

In the attempt to present a balanced image, the station will include news and informational services, hour-long dramas, interviews and public affairs programs. Inauguration of the new programming schedule has been accompanied by a full-scale promotion that includes tv spots, bus cards, newspaper and trade press advertising, and point-of-purchase material.

► **Public Service:**

Public service can mean sales, according to WOWO Fort Wayne. It sold time to one of the community's larger fire insurance companies for the first time during its last "Fire Prevention Week."

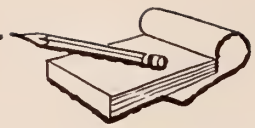
The station went all out on cooperative projects with the community. Some of its activities included a "Fireman of the Year" contest in which listeners were asked to nominate their choices. Letters were turned over to the Fire Prevention Committee of the local Chamber of Commerce for judging. The station cooperated with the local Lions Club in printing and distributing 10,000 brochures on fire safety. It cooperated with the school administration in staging a mass fire drill that included 700 schools in its listening area. It asked its listeners to write in tips on fire prevention and broadcast some of the ideas that were contributed.

The station says it was happy with the results. First, in the community goodwill that it generated. Second, in the participation of some of the smaller communities in its listening radius. Third, the sales it made. • • •



Metropolitan Broadcasting Co. has signed Sande & Greene as exclusive musical promotion creators for its WNEW New York outlet. Seen (l. to r.) are Marc Olds, program director; John B. Sullivan, vice president and general manager, WNEW; Larry Greene, S & G executive v.p., and Bob Sande, S & G pres.

BPA memo



Record Marathon Brings In Toys for Tots

Four radio disc jockeys from KPHO Phoenix locked themselves into the station's studios in what turned out to be a seven and one half-hour "Toys for Tots" drive.

"Toys for Tots" is an annual Marine effort to provide toys for needy youngsters. The disc jockeys locked themselves into the broadcasting studio, refusing to let anyone in or out until listeners delivered a total of 910 pounds of usable toys to the station's offices.

From 3:05 until 10:29 p.m., they played one tune, "Little Drummer Boy," over and over. While listeners phoned in pledges, they played the record backward and forward, at regular, fast and slow speeds.

The toys were weighed as they came in. After the pledges, listeners delivered the toys to the station's offices. Local car clubs cooperated by picking up toys from donors who had no means of transportation. One woman phoned offering to repair dolls for the drive. Some listeners even purchased brand new toys and brought them in.

At 10:29 a car club automobile brought in 46 pounds of toys, bringing the total to 912 pounds. At 11:30 p.m., almost 1,300 pounds of toys had been collected, with calls still coming in the next day, KPHO states.

Station Promotes Radio Through Student Training

High schoolers interested in a career in broadcasting now have the chance to find out what working at a radio station is like. WBCM Bay City, Mich., has developed an internship program for one of the local high school radio classes. The students work at the station at jobs that do not require extensive training, such as filing, typing, continuity and production work.

In return, they find out how a station is run and get an idea of what radio work means. The internship program is optional, but the entire class reportedly has signed up for work. The city's superintendent of public schools already recommended that the program be studied by other departments and classes.

D.J. Takes to the Air —In a Balloon

WCAU* Philadelphia radio man Ed Harvey took to the air recently—in a balloon. With the help of the Balloon Club of America, Harvey took off on a free balloon flight to let his listeners guess where he'd land.

Since nobody, including the balloonist, could tell where he'd land, Harvey made a contest out of the flight. He promised a weekend in Pittsburgh to whoever came closest to guessing the actual landing spot. The contest was promoted for two weeks before the flight. Over 5,000 cards and letters guessing the landing spot came in, the station reports.

Birdseed Drive Overshoots Goal By 200 Pounds

Shooting for 500 pounds of birdseed in the annual "Operation Bird Feed" of KOMA Oklahoma City, Don Hodges, seven to midnight disc jockey, prevailed on Tweetie and Sweetie, parakeet and canary respectively, to chirp five straight hours for their hungry brethren. The birds chirped "Deck the Cage (with Boughs of Holly)" over 100 times during the evening.

KOMA reports that local telephone service was snarled for the entire evening and that over 500 long distance calls came in during the five hours the program was on the air. Grand total of pledges by wire and phone was over 700 pounds.

Christmas Promotion Filled Stocking to Top

Every gift that went into the Christmas stocking of KING Seattle went to a needy family in the Seattle area. The station built a Christmas stocking 36 feet high, 14 feet wide and 9 feet deep.

Early morning and late afternoon programs were broadcast from a remote studio in the Christmas stocking, appealing to listeners and passers-by for their donations. Toys, clothing and non-perishable foods were solicited.

When the stocking was emptied, the contents were sent to the Christmas Project Division of the Salvation Army and St. Vincent DePaul which determined where the gifts would be sent. Distribution was made by the King County Junior Deputy Sheriffs.

Job Opportunities Explored At Broadcast Career Seminar

A move to acquaint students with the career opportunities available in the broadcasting field has been made recently by WICE Providence. At the first of what it hopes will be an Annual Broadcast Career Seminar, the station filled the 300-seat Providence Library auditorium. The student response was reported by the station to be "exceptionally high." According to the seminar's director, Sherman A. Strickhouser, "it seems that almost half the high school and college students in Rhode Island" wanted to attend.

The four-hour seminar began at 9 am and ran through 1 pm. Seven radio and television authorities and four advertising executives participated in question and answer panels. In addition, the session was addressed by Rhode Island Lt. Governor John A. Notte, Jr., by Dr. Francis H. Horn, president of the University of Rhode Island, and by FCC member Frederick W. Ford.

The seminar was designed to give interested students a chance to learn the inner workings of the broadcast industry and to learn something about their chances for a career in the field. The station intends to conduct an annual seminar as a regular public service to advanced students. • • •

*Denotes stations who are members of BPA (Broadcasters' Promotion Association)

Spot radio advertisers (Cont'd from p. 24)

Roma Wineries Inc.	*Foote, Cone & Belding*
F & M Schaefer Brewing Co.	*BBDO*
Adam Scheidt Brewing Co.	
Valley Forge Beer	*Al Paul Lefton*
Prior Beer	*Al Paul Lefton*
Ram's Head Ale	*Al Paul Lefton*
Jos. Schlitz Brewing Co.	*J. Walter Thompson*
C. Schmidt & Sons Inc.	
Schmidt's Beer	*Al Paul Lefton*
Tiger Head Ale	*Al Paul Lefton*
Schweppes (USA) Ltd.	*Ogilvy, Benson & Mather*
Seven-Up Co.	*J. Walter Thompson*
Tuborg Breweries Ltd.	*EWR&R*
Virginia Dare Wines	*MacManus, John & Adams*
Welch Grape Juice Co.	*Richard K. Manoff*
White Rock Corp.	*MacManus, John & Adams*
George Wiedemann Brewing Co.	*Doherty, Clifford, Steers & Shenfield*

Proprietary Medicines, Drugs, Chemicals and Toilet Requisites

Associated Products	
5 Day Deodorant Pads	*Grey*
B. C. Remedy Co.	*C. Knox Massey & Associates*
Bertie Inc.	
Intimate Hours	*Joe Gans*
Bristol-Myers Co.	
Ammens	*DCS&S*
Bufferin	*Young & Rubicam*
Mum	*DCS&S*
Trig	*BBDO*
Burma Vita Co.	*Bozell & Jacobs*
Carter Products Inc., Colonaids	*Kastor, Hilton, Chesley, Clifford & Atherton*
Ceribelli Co.	
Brioschi	*Ellington*
Chap Stick Co.	
Chap Stick	*L. C. Gumbinner*
Chap-Ans	*L. C. Gumbinner*
Chattanooga Medicine Co.	
Black-Draught	*Cohen, Dowd & Aleshire*
Soltice, Velvo, Cardui	*Noble-Drury & Associates*
Chesebrough-Pond's Inc.	
Pertussin	*Compton*
Vaseline	*McCann-Erickson*
Colgate-Palmolive Co.	*Ted Bates*
Hal Collins Co.	
Bakers Hair Tonic	*Commercial Advertising Assoc.*
Colonia Inc.	*Robert Conahay Inc.*
Creomulsion Co.	*Wayne, Tucker*
Robert Curley Ltd.	
Locks Foot Preparation	*Kenneth Rader Co.*
Eastco Inc.	
Clearasil	*BBDO*
Espotab	*Street & Finney*
Foster-Milburn Co.	
Doan's Pills	*Street & Finney*
Gillette Co.	*Maxon*
Grove Laboratories Inc.	
Div. of Bristol-Myers	
4-Way Cold Tablets	*Cohen, Dowd & Aleshire*
Minit-Rub	*Doherty, Clifford, Steers & Shenfield*
No-Doz	*Gardner*
The House for Men Inc.	*Harry F. Port*
Hudson Vitamin Products Inc.	*Pace*
Kayson Pharmacal	*Paul Muchnick*
Labco Co.	
Super M39 Vitamins	*W. C. Beals*
Lan-O-Sheen Inc.	*Joe Gans*
Thomas Leeming Co.	
Ben-Gay	*William Esty*
Pacquin's	*William Esty*
Silk 'n Satin	*William Esty*
Lucky Tiger Mfg. Co.	*Gardner Adv.*
McKesson & Robbins Inc.	
Kessamin	*DF&S*
Mennen Co.	*Warwick & Legler*
The Mentholatum Co.	
Colban	*J. Walter Thompson*
Deep Heat Rub	*J. Walter Thompson*
Miles Laboratories Inc.	
Alka-Seltzer	*Geoffrey Wade*
Nervine	*Geoffrey Wade*
One-A-Day Bactine	*Geoffrey Wade*
Monticello Drug Co.	
666	*Charles W Hoyt*
Murine Co. Inc.	*J. Walter Thompson*
Nebraska Pharmaceutical Assn.	*Robert Nichols*
No Sick Travel Pills	*Kastor, Hilton, Chesley, Clifford & Atherton*
Norex Laboratories	
Amitone	*Grey*
Norkon Tablets	*Joe Gans*
Northam Warren Corp.	
Odorono	*Ellington*
Northern Paper Mills	
Northern Tissue	*Y&R*
Norwich Pharmacal Co.	
Pepto-Bismol	*Benton & Bowles*
Noxzema Chemical Co.	*Sullivan, Stauffer, Colwell & Bayles*
P-M Laboratories Inc.	*Stern, Walters & Simmons*
Pharma-Craft Corp.	*J. Walter Thompson*
Pharmaceuticals Inc.	
Conti Shampoo	*Parkson*
Skol	*Parkson*
Pharmaco Inc.	
Correctol	*DCS&S*
Feen-A-Mint	*DCS&S*
Chooz	*DCS&S*
Pierce's Proprietaries Inc.	*Mogul, Williams & Saylor*
Lydia E. Pinkham Medicine Co.	*Cohen, Dowd & Aleshire*
Plough Inc.	
Coppertone	*Lake-Spiro-Shurman*
St. Joseph Aspirin	*Lake-Spiro-Shurman*
Pomatex Inc.	*R. T. O'Connell*
Puritan Research Corp.	
Magic English Pellets	*Curtis Advertising*
Q-Tips Inc.	*L. C. Gumbinner*
Remington Rand	
Electric Shavers	*Y&R*
Revlon Inc.	
Hi & Dri	*Mogul, Williams & Saylor*
Living Curl	*Warwick & Legler*
Sun Bath	*C. J. LaRoche*
Top Brass	*Mogul, Williams & Saylor*
Rexall Drug Co.	*BBDO*
Ronson Corp.	
Electric Shavers	*Grey*
Harold F. Ritchie Inc.	
Eno	*Kenyon & Eckhardt*
Scott's Emulsion	*J. Walter Thompson*
Shulton Inc.	
Desert Flower Lotion	*Wesley Assoc.*
Good Aire Insecticide	*Wesley Assoc.*
Isoderm	*Wesley Assoc.*
Old Spice	*Wesley Assoc.*
Sleep-Eze Co. Inc.	*Max W. Becker*
Stanback Co.	*Piedmont*
Sterling Drug Inc.	
Bayer Aspirin	*Dancer-Fitzgerald-Sample*
Bayer Nasal Spray	*Dancer-Fitzgerald-Sample*
Campho Phenique	*Thompson-Koch*
Double Danderine	*Thompson-Koch*
d-Con	*Thompson-Koch*
Dr. Lyon's Tooth Powder	*Dancer-Fitzgerald-Sample*
Energine	*Dancer-Fitzgerald-Sample*
Fletcher's Castoria	*Brown & Butcher*
Haley's M.O.	*Dancer-Fitzgerald-Sample*
Midol	*Thompson-Koch*
Molle	*Dancer-Fitzgerald-Sample*
Pepsomar	*Dancer-Fitzgerald-Sample*
Phillips Milk of Magnesia	*Dancer-Fitzgerald-Sample*
Sutton Deodorant	*L. C. Gumbinner*
Swedish Shampoo Laboratories	
Blondex	*Firestone*
Synten Chemical Co. Inc.	
Aqua-Ivy	*Anderson & Cairns*
Terminix	*Dozier, Eastman & Co.*
Thrifty Drug Stores	
5 Day Deodorant	*Honig-Cooper, Harrington & Miner*
Toni Co.	*Clinton E. Frank*
Vick Chemical Co.	*Morse International*
Whitehall Laboratories	
Anacin	*Ted Bates*
Heet	*Ted Bates*

(Cont'd on p. 46)

Spot radio advertisers (Cont'd)

Wildroot Co.	*BBDO*
Willard Tablet Co.	*Bozell & Jacobs*
J. B. Williams Co.	
Aqua Velva	*Parkson*
Ar. Winarick Inc.	
Jeris Hair Tonic	*Kastor, Hilton, Chesley, Clifford & Atherton*

Tobacco Products

American Snuff Co.	*Simon & Gwynn*
American Tobacco Co.	
Lucky Strike	*BBDO*
Pall Mall	*SSC&B*
Half and Half	*SSC&B*
Hit Parade	*BBDO*
Riviera	*SSC&B*
Tareyton	*L. C. Gumbinner*
Brown & Williamson Tobacco Co.	
Raleigh	*Keyes, Madden & Jones*
Sir Walter Raleigh Smoking Tobacco	*Keyes, Madden & Jones*
Kool	*Ted Bates*
DuMaurier	*Ted Bates*
Viceroy	*Ted Bates*
Consolidated Cigar Sales Co.	
Harvester Cigars	*EWR&R*
D. W. G. Cigar Corp.	*Maxon*
G. H. P. Cigar Co.	*Compton*
General Cigar Co.	*Young & Rubicam*
Liggett & Myers Tobacco Co.	
Chesterfield	*McCann-Erickson*
Oasis	*McCann-Erickson*
L & M	*Dancer-Fitzgerald-Sample*
P. Lorillard Co.	
Kent	*Lennen & Newell*
Newport	*Lennen & Newell*
Old Gold	*Lennen & Newell*
Mail Pouch Tobacco Co.	*Charles W. Hoyt*
Philip Morris Inc.	
Marlboro	*Leo Burnett*
Parliament	*Benton & Bowles*
Philip Morris	*Leo Burnett*
R. J. Reynolds Tobacco Co.	
Camel	*William Esty*
Cavalier	*William-Esty*
Salem	*William Esty*
Winston	*William Esty*

Banks, Utilities and Insurance

Allstate Insurance Co.	*Leo Burnett*
Auto Owners Insurance Co.	*Wallace Lindeman Inc.*
Bank of America	*Johnson & Lewis*
Bank of California	*Honig-Cooper, Harrington & Miner*
Bankers Life & Casualty Co.	*Phillips & Cherbo*
Bell Telephone	*Gray and Rogers*
Blue Cross, Blue Shield	*J. Walter Thompson*
Central National Bank & Trust Co.	*Compton*
Chase Manhattan Bank	*Albert Frank-Guenther Law*
Chesapeake & Potomac Telephone Co.	*N. W. Ayer & Son*
Chicago Title & Trust Co.	*Buchen Co.*
Continental Casualty Co.	*George Hartman Co.*
General Insurance Co. of America	*Cole & Weber*
Household Finance Corp.	*Direct*
Illinois Bell Telephone Co.	*N. W. Ayer & Son*
Insurance Co. of North America	*N. W. Ayer & Son*
International Tel. & Tel.	*Carpenter-Procter*
Investment Planning Corp.	*Curtis*
Merit Plan Insurance Co.	*Lennen & Newell*
Metropolitan Life Insurance Co.	*Young & Rubican*
New York Telephone Co.	*BBDO*
Northwestern Bell Telephone Co.	*BBDO*
Pacific Tel. & Tel.	*BBDO*
Prudential Insurance Co.	*Reach, McClinton & Pershall*
Southern Bell Telephone Co.	*Tucker Wayne*
State Automobile Insurance Assn.	*Parson, Huff & Norlich*

Cleaners

B. T. Babbitt Inc.	
Bab-O	*Brown & Butcher*
The Bon Ami Co.	*Weiss & Geller*
Brondon Inc.	
Breath O Pine	*Mohr & Eicoff*
Brillo Mfg. Co.	*J. Walter Thompson*
Calusa Chemical Co.	*Wade Adv.*
Chemical Corp. of America	*D'Arcy*
Colgate-Palmolive Co.	
Fab	*Ted Bates*
Super Suds	*Cunningham & Walsh*
Vel	*Norman, Craig & Kummel*
Commercial Solvents	
Hi-D	*Fuller, Smith & Ross*
Continental Wax	*Product Services*
Dazzle Bleach	*Monroe F. Dreher*
Dracket Co.	
Windex	*Young & Rubicam*
Eno	*Kenyon & Eckhardt*
Fels & Co.	*Aitkin-Kynett*
Glamorene Inc.	*Jules Power Prod.*
Gold Seal Wax	*Campbell-Mithun*
Griffin Shoe Polish	*Geyer, Morey, Madden & Ballard*
Hastings Mfg. Co.	*Keeling & Co.*
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Kiwi Polish Co.	*Cohen, Dowd & Aleshire*
Lastco Inc.	
Clearsail	*Lennen & Newell*
Lever Brothers Co.	
All	*Needham, Louis & Brorby*
Breeze	*SSC&B*
Silver Dust Blue	*SSC&B*
Rinso Blue	*J. Walter Thompson*
Praise	*Kenyon & Eckhardt*
Hum Liquid	*Aitkin & Kynett*
Lehn & Fink	
Lysol	*McCann-Erickson*
Old Dutch Cleanser	*Edward H. Weiss*
Odo-Ro-No	*Ellington & Co.*
Parson's Ammonia Co. Inc.	*Hedrick & Johnson*
Procter & Gamble Co.	
Cheer	*Young & Rubicam*
Spic & Span	*Young & Rubicam*
Dreft	*Dancer-Fitzgerald-Sample*
Clorox	*Honig-Cooper, Harrington & Miner*
Oxydol	*Dancer-Fitzgerald Sample*
Ivory Soap	*Compton*
Zest	*Benton & Bowles*
Tide	*Benton & Bowles*
Purex Corp. Liquid Trend	*Foote, Cone & Belding*
Roman Cleaner Co.	*O'Grady-Anderson & Gray*
Simoniz Co.	*Young & Rubicam*
Solarine Co.	*C. D. Ferguson*
S.O.S. Division of General Foods Corp.	*Foote, Cone & Belding*
Turtle Wax	*Bozell & Jacobs*

Automobiles and Accessories

American Motors	
Rambler	*Geyer, Morey, Madden & Ballard*
Anderson Co.	
Windshield Wipers	*Reincke, Meyer & Finn*
Robert Bosch Corp.	
Blaupunkt Car Radio Div.	*Dunay, Hirsch & Lewis*
Cadee Chemical Co.	*Joe Gans*
Champion Spark Plug Co.	*J. Walter Thompson*
Chrysler Corp.	
Chrysler	*Y&R*
DeSoto	*BBDO*
Dodge	*Grant*
Imperial	*Y&R*
Plymouth	*N. W. Ayer & Son*
du Pont Zerex	*BBDO*
Firestone Tire & Rubber Co.	*Sweeney & James*
Ford Motor Co.	
Ford Dealers	*J. Walter Thompson*
Ford Tractors	*Meldrum & Fewsmith*
Ford Cars	*J. Walter Thompson*
Ford Institutional	*Kenyon & Eckhardt*
Lincoln-Mercury	*Foote, Cone & Belding*
General Motors Corp.	
Cadillac	*MacManus, John & Adams*
Chevrolet Cars & Trucks	*Campbell-Ewald*
Delco Products Div.	*Campbell-Ewald*
Fisher Body Div.	*Kudner*
GMAC	*Campbell Ewald*
Oldsmobile	*D. P. Brother*
Pontiac	*MacManus, John & Adams*
A. C. Spark Plug Div.	*D. P. Brother*
Buick	*McCann-Erickson*
Safety Services	*D. P. Brother*
General Tire & Rubber Co.	*D'Arcy*
B. F. Goodrich	*BBDO*
Goodyear Tire & Rubber Co.	*Y&R*

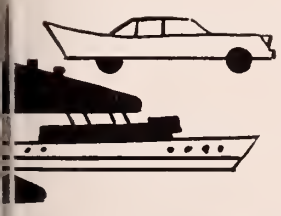
Rayco Mfg. Co.	*Mogul, Williams & Sayylor*
Renault Inc.	*Kudner*
Studebaker-Packard Corp.	*D'Arcy Adv.*
Toyota Motors	*Hixson & Jorgensen*
Willys Motors Co.	*Norman Craig & Kummel*

Gas and Oil

American Oil Co.	*Jos. Katz*
Atlantic Refining Co.	*N. W. Ayer & Son*
Cities Service Co.	*Ellington*
Clark Oil & Refining Corp	*Tatham-Laird*
Continental Oil Co.	*Benton & Bowles*
Crown Central Petroleum Corp.	*Al Paul Lefton*
D-X Sunray Oil Co.	*Potts-Woodbury*
Deep Rock Oil Corp.	*Winius-Brandon*
Esso Standard Oil Co.	*McCann Erickson*
General Petroleum Co.	
Mobilgas	*Stromberger, LaVene, McKenzie*
Gulf Oil Corp.	*Young & Rubicam*
National Carbon Co.	
Prestone	*William Esty*
Ohio Oil Co.	*N. W. Ayer & Son*
Oklahoma Oil Co.	*Needham, Louis & Brorby*
Phillips Petroleum Co.	*Lambert & Feasley*
Richfield Oil Corp.	*Hixson & Jorgensen*
Shell Oil Co.	*J. Walter Thompson*
Signal Oil Co.	*Barton A. Stebbins*
Sinclair Refining Co.	*Geyer, Morey, Madden & Ballard*
Skelly Oil Co.	*B. B. Brewer*
Socony-Mobil Oil Co.	*Compton*
South Penn Oil Co.	
Pennzoil	*Fuller, Smith & Ross*
Standard Oil Co. of California	
Calso Gas	*BBDO*
Standard Oil Co. (Indiana)	*D'Arcy*
Stewart-Warner Corp.	
Alemite Division	*MacFarland, Aveyard*
Sun Oil Co.	*William Esty*
Texaco Inc.	*Cunningham & Walsh*
Tidewater Oil Co.	*Foote, Cone & Belding*
Union Oil Co.	*Erwin, Wasey, Ruthrauff & Ryan*

Transportation: Airlines, etc.

Air France	*BBDO*
Air Transport Assn. of America	*Ketchum, MacLeod & Grove*
American Airlines Inc.	*Young & Rubicam*
American Export Lines	*Doyle Dane Bernbach*
Atlantic Coastline Railroad	*Wayne, Tucker*
Baltimore & Ohio Railroad	*Richard A. Foley*
Bay Boat Center	*West-Pacific*
Braniff International Airways	*Potts-Woodbury*
British Overseas Airways Corp.	*Victor A. Bennett*
Capital Airlines	*Kenyon & Eckhardt*



Based on realistic adjustments in programming and compensation arrangements, network radio is entering the new year with high hopes of being in a stronger financial position than it has been in recent years.

Continental Air Lines Inc.	*J. Walter Thompson*
Continental Trailways Bus System	*Sanders Ad. Agcy.*
Delta Air Lines	*Burke Dowling Adams*
Eagle Airways, Ltd.	*Harry W. Graff*
Eastern Airlines Inc.	*F. D. Richards*
Greyhound Corp.	*Grey*
Matson Navigation Co.	*Fuller, Smith & Ross*
Motor Wheel Corp.	*Brooke, Smith, French & Dorrance*
National Airlines	*Marschalk & Pratt*
Northwest Orient Airlines	*Campbell-Mithun*
Pan American World Airways	*J. Walter Thompson*
PSA Airlines	*Gross & Roberts*
Sabena Belgian World Airways	*Marschalk & Pratt*
Scandinavian Airlines System	*Burke Dowling Adams*
Trans World Airlines Inc.	*Foote, Cone & Belding*
United Air Lines Inc.	*N. W. Ayer & Son*

Pets and Pet Foods

Armour & Co.	
Dash Dog Food	*Foote, Cone & Belding*
Ideal Dog Food	*Roche, Rickerd & Cleary*
National Biscuit Co.	
Pal Dog Food	*Kenyon & Eckhardt*
Red Heart Dog Food	*John W. Shaw*
Regal Pet Centers Inc.	*Dennis, Parsons & Cook*
Rival Dog Food	*Guild, Bascom & Bonfigli*
Thrivo Dog Food	*The Clements Co.*

Publications

American Heritage Books	*Joe Gans*
American Poultry Journal	*Shaffer-Brennan-Margulis*
Better Homes & Gardens	*W. D. Lyon*
Book-Of-The-Month Inc.	*Schwab, Beatty & Porter*
Cowles Magazines Inc.	*McCann Erickson*
Curtis Publishing Co.	*BBDO*
Engineering News Report	*Direct*
Harper's Brothers Magazine	*Joe Gans*
Holiday Magazine	*BBDO*
Kiplinger	*Albert Frank-Guenther Law*
McCall Corp.	*Shaffer-Brennan-Margulis*
Philadelphia Bulletin	*N. W. Ayer & Son*
Popular Science Magazine	*Schwab, Beatty & Porter*
Parent's Magazine	*Joe Gans*
Reader's Digest	*J. Walter Thompson*
Standard & Poor	*Wilson, Edwin, Bird*
Time Inc.	
Life	*Young & Rubicam*
Sports Illustrated	*Young & Rubicam*
Time Magazine	*Joe Gans*
U. S. News & World Report	*Schwab, Beatty & Porter*

Sweets

Albert Dickinson Co.	*Hanson & Stevens*
Fanny Farmer Candy Shops Inc.	*Rumrill*
Peter Paul Candies	*Dancer-Fitzgerald-Sample*
Sealtest Ice Cream	*Tucker Wayne*
Steven's Candy	*Reach, McClinton & Pershall*
TV Time Popcorn	*EWR&R*
Whitman Chocolate Candies	*N. W. Ayer & Son*
William Wrigley Jr.	*Arthur Meyerhoff*

Apparel and Shoes

Brown Shoe Co.	*Leo Burnett*
Robert Hall Clothes	*Arkwright Adv.*
P. W. Hanes Knitting Co.	*N. W. Ayer & Son*
Hat Corporation of America	*Grey*
Howard Stores Corp.	*Silberstein-Goldsmith*
Kayser-Roth	
Supp-hose	*Daniel & Charles*
Thom McAn Shoes	*Doyle, Dane, Bernbach*
Memo Girdles	*Dowd, Redfield & Johnstone*
Mode O'Day	*McNeil-McCleery & Cochran*
National Shoes Inc.	*Mogul, Williams & Saylor*

Religious Organizations

American Board of Missions To The Jews	*DeWitt*
Baltimore Gospel Tabernacle	*Walter F. Bennett*
The Calvary Hour	*Stern Adv.*
Conference of 7th Day Adventists	*Milton Carlson*
Evangelical Foundation	*Paul Locke*
Good News Broadcasting Assn. Inc.	*J. M. Camp & Co.*
Gospel Broadcasting Assn.	*R. H. Alber Co.*
Billy Graham Evangelistic Assn.	*Walter F. Bennett*
Lutheran Hour	*Gotham-Vladimir*
Oral Roberts Evangelistic Assn.	*Keyes, Madden & Jones*
Radio Church of God	*M. B. Scott*
Unity School of Christianity	*R. H. Alber*
Voice of Hope	*J. M. Camp*
Voice of Prophecy	*Milton Carlson*

(Cont'd on p. 48)

Spot radio advertisers (Cont'd)

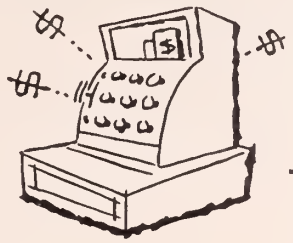
Wings of Healing	*Century*
World Vision Inc.	*Walter F. Bennett*

Miscellaneous

Acousticon Hearing Aids	*Atherton Mogge Privett Inc.*
Allied Mills	*Western Advertising*
A. C. Allyn & Co.	*Reach, McClinton & Pershall*
Aluminum Co. of America	*Ketchum, MacLeod & Grove*
American Can Co.	*Compton*
American Cyanamid Co.	*Cunningham & Walsh*
American Lamb Producers Council	*Potts-Woodbury*
American Machine & Foundry Co.	
Automatic Pinspotters	*Cunningham & Walsh*
American Sheep Producers Council	*Potts-Woodbury*
Amsco Chemical Co.	*Simon & Awynn*
Armour Fertilizer Works	*Liller, Neal, Battle & Lindsey*
Bache & Co.	*Albert Frank-Guenther Law*
Beltone Hearing Aid Co.	*Olian & Bronner*
Bethlehem Steel Co.	*Hazard Advertising*
Black, Siralls & Bryson	*Potts-Woodbury*
Blair Laboratories	*Doyle, Dane, Bernbach*
Book Enterprises	
Maps	*Schwab, Beatty & Porter*
Boyle-Midway Inc.	*J. Walter Thompson*
Walter Boysen Co. Paints	*Reinhardt*
California Physicians Service	*Hoefer, Dieterich & Brown*
Harry T. Campbell Sons' Corp.	*Van Sant Dugdale & Co.*
Cannon Mills Inc.	*N. W. Ayer & Son*
Cargill Inc.	*B. B. Brewer*
J. I. Case Co.	*Western Advertising*
Chemagro Corp.	*W. S. Walker*
Columbia L. P. Record Club	*Wunderman Ricotta & Kline*
Columbia Pictures	*Donahue & Coe*
Communication Workers of America	*Maurer, Schenabel & Fleischer*
Cook & Dunn Paint Corp.	*H. Swanson Assoc.*
Dahlberg Hearing Aids	*Joel Douglas*
Darling & Co.	*Reincke, Meyer & Finn*
Day & Night Mfg. Co.	*Hixson & Jorgensen*
DeJur-Amsco Corp.	*Friend, Reiss*
DeKalb Agricultural Assn.	*Western Adv.*
Diamond Alkali Co.	*Fuller & Smith & Ross*
Dow Chemical Co.	*MacManus, John & Adams*
Dro Inc.	*Kenneth Rader*
E. I. duPont de Nemours Co.	*BBDO*
Dutex	*Keyes, Madden & Jones*
Dyno Merchandising Corp.	
Snip-Grip	*Maxwell Sackheim*
Eastco Inc.	*Lennen & Newell*
Eastman Chemical Co.	*DCS&S*
Edgewood Farms Inc.	*Weiner Organization*
Fairmont Swig Hotels	*Honig-Cooper, Harrington & Miner*
Flex-O-Glass	*Presba, Fellers & Presba*
Florists' Telegraph Delivery Assoc.	*Keyes, Madden & Jones*
Florida Shores Real Estate	*Hume-Smith-Mickelberry*
Gaffers & Sattler	
Water Heaters	*Robinson, Jensen, Fenwick & Haynes*
Garst & Thomas Seed Co.	*Compton*
Geigy Agricultural Chemical Co.	*Wildrick & Miller*
General Electric	*Young & Rubicam*
Light Bulbs	*BBDO*
Telechron Alarm Clocks	*N. W. Ayer & Son*
Geneva Modern Kitchens Inc.	*O'Grady-Anderson-Gray*
Glidden Paint Co.	*Meldrum & Fensmith*
Great Moments in Music	*Kushins, Anderson & Takaro*
Hamilton Watch Co.	*N. W. Ayer & Son*
Harrison Tackle Co.	*Victor & Richards*
Hercules Powder Co.	*Fuller & Smith & Ross*
Hess & Clark Inc.	*Klau-Van Pietersom Dunlap*
Hill Packing Co.	*Davis Ad. Agency*
Hilton Hotels Corp.	*Needham & Grohmann*
Hydroponic Chemical Co. Inc.	
Hyponex	*Fred Beck*
Ice Capades	*Heintz & Co.*
International Harvester Co.	*Aubrey, Finlay, Marley & Hodgson*
International Swimming Pool	*Doyle, Dane, Bernbach*
JFD Electronics Corp.	*Delphi*
Kelvinator Div., American Motors Corp.	*Geyer, Morey, Marley & Hodgson*
Kerr Glass Mfg. Co.	*Honig Cooper, Harrington & Miner*
Keystone Steel & Wire Co.	*Fuller & Smith & Ross*
King-Merritt	*Albert Frank-Guenther Law*
Levolor Venetian Blinds	*Friend-Reiss*
Linco Products	*Henri-Hurst & McDonald*
Littleton Stamps	*Schwab, Beatty & Porter*
Loew's MGM	*Donahue & Coe*
Magla Products	
Silicone Ironing Board Cover	*Edward Lieb*
Marcal Paper Products	*Riedl & Freede*
Massey-Harris-Ferguson Inc.	*Needham, Louis & Brorby*
McCulloch Motors Corp.	
Chain Saws	*Stromberger, LeVene, McKenzie*
Merck & Co.	*Charles W. Hoyt*
Mister Softee Inc.	*Gresh & Kramer*
George Wilson Meyer	*Foote, Cone & Belding*
Milnot Co.	*McCann-Erickson*
Minneapolis-Moline Co.	*BBDO*
Monsanto Chemical Co.	*Needham, Louis & Brorby*
Murphy Feeds	*Aubrey, Finlay, Marley & Hodgson*
Myzon Inc.	*Arhtur Meyerhoff Assoc.*
National Carbon Co.	
Eveready Batteries	*William Esty*
Niagara Cyclo Massage	*Joel Douglas*
Northrup King & Co.	*BBDO*
Oliver Corp.	*Buchen Co.*
Outdoor Marine Co.	*Erwin Wasey, Ruthrauff & Ryan*
Paper Products Inc.	*Wade Advertising*
Paramount Pictures	*Lennen & Newell*
Chas. Pfizer Inc.	*Leo Burnett*
Piano Magic	*Kushins Anderson & Takaro*
Pillsbury Feeds	*Campbell-Mithun*
Pittsburgh Plate Glass Co.	*Maxon*
Pittsburgh Sun-Proof Paint	*Maxon*
Plant Research Co.	*Phillips & Cherbo*
Plymouth Cordage Co.	*Fuller & Smith & Ross*
Profit Research	*Sidney Walton*
Puritan Research	
Streeter's Plant Growth	*Curtis*
RCA Victor Record Div.	*Grey*
Ray-O-Vac Co.	*H. Monk & Assoc.*
Remington Chain Saws	*BBDO*
Research Inc.	*Alexander Lloyd Charles*
Richmond Chase	*Cunningham & Walsh*
J. C. Robinson Seed Co.	*E. W. Brown*
Royal McBee Corp.	*Young & Rubicam*
Ryan-Sutherland Mortuary	*Mulle, Breens & Waldie*
S&H Green Stamps	*Sullivan, Stauffer, Colwell & Bayles*
Dr. Salisbury's Laboratories	*Biddle Co.*
Scott Mitchell	*Maxwell Sackheim*
Scott Mitchell House	*Wunderman, Ricotta & Kline*
Scott Paper Co.	*J. Walter Thompson*
Sealy Mattress	*Gilbert Sandler*
Sheffield Steel	*Potts-Woodbury*
Silversmith's Guild	*Fuller & Smith & Ross*
Slenderella	*Product Services*
Society of Plastic Industries	*BBDO*
Springfield Home Products	
Ironing Board Cover	*Joe Gans*
Stromberg-Carlson Co. (Div. of General Dynamics	*Rumrill Co.*
Standard School Broadcasts	*BBDO*
Star Import Co.	*Fitzmorris Advertising*
Stauffer System	*Foote, Cone & Belding*
Superior Feed Mills Inc.	*James R. Reese*
Superior Feed Mills, Inc.	*James R. Reese*
Sylvania Electric Products Inc.	*J. Walter Thompson*
Texas State Optical	*Erwin, Wasey, Ruthrauff & Ryan*
Textron Inc.	
Homelite Chain Saws	*Sutherland-Abbott*
Time Savers Inc.	*Joe Gans*
Top Value Stamps	*Campbell-Mithun*
Tru-Ade Co.	*Clinton D. Carr*
United Auto Workers	*Maurer, Schubel & Fleisher*
U. S. Industrial Chemical Co.	*Albert Sidney Noble*
U. S. Steel	
American Steel & Wire Div.	*BBDO*
Tennessee Roofing	*BBDO*
United Steel Workers of America	*Robert Wiltman*
Utilities Engineering Institute	*Muriel Wageman Advertising*
Virginia-Carolina Chemical Corp.	*Albert Sidney Noble*
Voice of China & Asia Inc.	*Tom Westwood*
State of Washington	*Howard J. Ryan & Sons*
Whink Products	*W. D. Lynn*
Zee Products	*Cunningham & Walsh*

HOMETOWN, U. S. A.

radio registers



TURKEY FARM

The Wasburg Turkey Farm, with 500 turkeys to sell, purchased participation on one Saturday Breakfast Party over WJTN Jamestown, N. Y. Total cost of the participation was $8.50. The station reports that 75 telephone calls for turkeys were made during the program and that all the turkeys were sold by the time the weekend was over.

CAR DEALER

For its "Name Your Own Deal" sale, Mer-Lin Motors Ltd., turned to CFPL London, Ont. It ran a 14-hour saturation and remote campaign advertising its new Meteor cars. Mer-Lin says it sold about 130 cars in four days. The cost of the campaign was $859, or $6.60 per car for the radio advertising.

SUPERMARKET

Triplett's Supermarket bought 20 spots on WBVL Barbourville, Ky., to advertise two truck loads of peaches. The one-day campaign ran on a Tuesday, an off-day for supermarkets. No other advertising was used. The station reports that within six and one-half hours the store had sold its entire stock of 600 bushels of peaches. Only 15 of the spots had been run by the time the stock was all sold.

HOME BUILDER

Bonk Home Builders ran 50 one-minute announcements over WIRL Peoria. The purchase was made to promote a real estate open house taking place in an out-of-the-way area. The campaign ran for three days, on Friday, Saturday and Sunday. According to the station, radio was credited with luring a goodly portion of the 3,000 to 4,000 visitors who attended the exhibit.

RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!



RCA Thesaurus' latest success was a Canadian caper. From manager A. A. Bruner of radio station CJSP in Leamington, Ontario, comes this happy account:

"18-week campaign brought in $3267.00 additional dollar volume from 22 participating 'Shop at the Store with the Mike on the Door' sponsors . . . all concerned very pleased with results."

U. S. or Canadian . . . if your station is looking for lots of local business, RCA Thesaurus can help. Write today for the details.

RCA THESAURUS

155 East 24th Street • New York 10, N. Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

A tip to Timebuyers—

. . . There *is* a big prosperous Market a-way out in Missouri. New Industries coming in to KFAL-Land, bigger payrolls. More money burning hot little hands . . . More folding green in thousands of well-worn wallets. More telephones, More radios, More new homes, increasing populations in Central Missouri towns, More new cars, More of all the things that big manufacturers hope to sell . . . sell . . . SELL! That's what KFAL has—*SELL!* . . . with a day by day program that's "hot" for Missourians . . . keeps 164 local and national clients hot on the trail of millions of "spending dollars"—Get the story *now* from JEPCO offices, or from KFAL-RADIO Sales Dep't., Palace Hotel Building, Fulton, Missouri.

Tel: Midway 2-3341

KFAL RADIO 900 kc 1000 w

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

*** *U.S. RADIO***

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- **ONE YEAR $3.00**
- **TWO YEARS $5.00**

WRITE CIRCULATION DEPARTMENT

U.S. RADIO

50 WEST 57th STREET

NEW YORK 19, NEW YORK

report from RAB

What Lies Ahead For the New Year?

For the radio industry, what next in 1960?

RAB charts here a series of trends that have been evolving gradually out of the past decade of tremendous change and are now likely to emerge solidly in 1960.

Radio set sales in 1960, an accurate testimonial to the popularity of the medium, will run around 17 million sets. In 1959 purchases of portables, transistors and miniatures hit 16 million—a new radio set for every third U. S. household.

Radio sets are expensive, should get costlier in 1960. Of 63 small transistors tested by a nationally known independent consumer research firm, none were cheaper than $29.95. Many cost $75. Prices of transistor clock radios began at $68. It is apparent that people will continue to pay fairly substantial sums for the entertainment and companionship radio provides.

This vast number of radio sets (146.2 million sets was RAB's mid-1959 estimate) available to Americans in 1960 means more listening posts and more listening time. If one notable trend continues, radio is likely to dominate summertime, for example, even more completely in 1960. This past summer radio surpassed tv for eight consecutive weeks in terms of adults reached during a 24-hour day. In 1958, radio accomplished this impressive feat only a single summer week.

Just as listening will increase, business for the radio industry should continue to register impressive gains. RAB estimates radio's gain in 1959 —even in a first quarter hit hard by late recession hangover—to be about seven percent.

One reason for the increase in 1960: More scientific radio scheduling by advertisers. RAB's new research concept, "On Target," exploits the fact that purchasers of a specific product apparently have a definite radio listening pattern.

For example, a study commissioned by RAB shows that in a market where dozens of stations circle the dial, a single station reaches half of all canned milk buyers during its weekday morning schedule.

If the concept continues to prove out in repeated tests, 1960 will see advertisers buying radio schedules letting them reach known buyers of specific commodities.

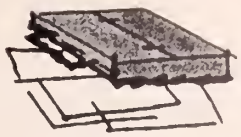
1960 will see a continuing policy of more aggressive sales tactics by industry salesmen. Armed with more facts, salesmen will call confidently on more varied accounts, and channel more new blood to the medium.

In the forefront of this new attack will be RAB's national sales force. Employing a highly successful tactic—"Specific Sell"—RAB salesmen will make tailored proposals to advertisers all over the U. S. Called "an entirely new concept in media selling and sharply at odds with most trade association selling," RAB's sales technique not only tells an advertiser why he should use radio; it tells him how much he should invest for a trial in the medium, and a definite number of announcements he needs in each market to make the maximum sales impact.

'County Fair'

RAB executives started the New Year with a metropolitan version of a "County Fair." Key personnel of RAB's three main departments—national sales, member service, and promotion and research—met at the Hotel Delmonico early this month, and exhibited projects, designed to stimulate radio business in '60. This showing of "wares" was the lone similarity to county fairs. As part of the event, members of RAB's national sales staff, under Robert Alter, manager of sales administration, offered examples of RAB's policy of "specific sell," which resulted in large radio buys by national and regional advertisers. Both of RAB's vice presidents, Miles David and Warren J. Boorom, cited a number of promotion and member service projects. • • •

report from representatives



Young Firm Studies 'Advertiser Areas' and Car Ownership

If agency reaction endorses the new "advertiser area" survey of Adam Young Inc. as a valuable research tool, the representative firm intends to encourage The Pulse Inc. to conduct regular quarterly or semi-annual reports on all major markets.

At the same time, of course, the firm is seeking support from all its stations.

The purpose of the "advertiser area" plan is to create a uniform area by which to measure the listening of radio stations. The idea for the plan was set forth last spring (See *The Young Proposal, April, 1959*). The results of the first two studies were released last month—one for Tulsa and the other for Pittsburgh.

Much spadework had to be accomplished first before the surveys were taken. In each case, agency agreement was sought on appropriate areas that conformed to client distribution. It was the intention of the Young organization to develop an area of "maximum advertiser interest."

As the firm celebrated its 15th anniversary it also has been busy in another area of radio research—automobile ownership in relation to listening.

It commissioned Pulse to conduct a special survey of Portland, Ore. A sample of 1,000 radio homes in the metropolitan area were interviewed.

The questions asked were these:

- "Do you own an automobile?"
- "What is the make and year?"
- "Which of these stations did you or any member of your family listen to yesterday?" (Cards with call letters were shown on a rotating basis.)

The final compilation shows the make and year of car ownership by station tune-in, as well as percentage of car ownership by station.

In discussing the role of radio as the firm marks its 15th milestone, Adam Young, president, states that people listen to different radio stations because they find them "companionable."

He says, "Because radio has become the personal medium, a station has to appeal to an individual rather than a group of people.

"The station of the future will not try to be all things to all people, but will carve out a niche for itself. We can see this forming in market after market. Our research indicates that this is the trend radio will take."

In regard to research, Mr. Young, of course, is very enthusiastic over the "advertiser area" concept.

Seven points, the company believes, are represented by this new study:

1. "It will, we hope, provide a common denominator upon which to evaluate the quantitative values of radio stations . . . a denominator that is larger than the customary metro area, which handicaps radio with respect to newspapers.

2. "It will provide this measurement in an area selected not by stations but by the advertiser himself.

3. "It will encourage more money into radio research since stations will realize that such surveys carry a greater degree of acceptance than surveys specifically tailored to their coverage characteristics. The norm will be rightfully the 'area of maximum advertiser interest.'

4. "It will provide a better means of comparing radio with newspapers.

5. "Expansion of these surveys into the top 100 markets would remove the necessity for future coverage studies since over 75 percent of all U. S. counties could be measured on a regular basis.

6. "The need for using coverage data, such as NCS #2 which is over three years old, would be unnecessary.

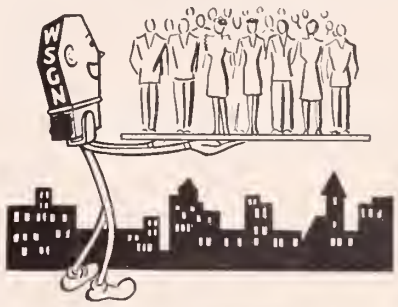
7. "A greater confidence in the tools for measuring radio's effectiveness will result in expanded use of the medium by advertisers." • • •

MEMO
to: All Time Buyers
from: Milt Klein KEWB

We didn't have time to get up a slick ad... but did you know that KEWB has gone from a big fat O to NUMBER TWO in the San Francisco-Oakland market in only 5 Months?
Both Oct/Nov Hooper & Oct Pulse give us an average total audience share of 15%



KEWB BERMUDA BUILDING
2150 FRANKLIN • OAKLAND 12, CALIFORNIA
EXbrook 7-2891 TEmplebar 6-0910
ROBERT M. PURCELL, president
MILTON H. KLEIN, general manager
THE KATZ AGENCY, INC.
National Sales Representatives
•
A Service of Crowell-Collier
ROBERT M. PURCELL, *Director*



WSGN *carries the audience in Birmingham*

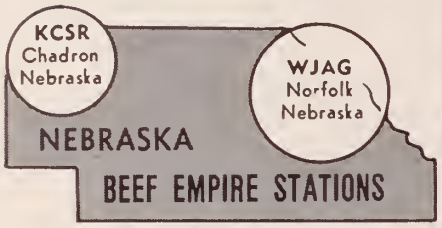
THE PULSE — October
Mon. - Sat.
6 am - 6 pm

National Representative:
Venard, Rintoul & McConnell, Inc.
Southern Representative:
James S. Ayers Company

WSGN
6

WJAG-KCSR
Covering Nebraska's Rich Beef Empire

Where Agri-Business is Big Business



WJAG—Independent farm voice · NE Nebraska since 1922. 29-county (NCS) market—1000 w.-780 K.C. — $498,675,000 Consumer Spendable Income—Retail Sales $424,447,000 —31,490 radio homes—42% more listeners.

KCSR—Chadron, Nebraska, "Beef Empire" market—$411,870,000 Consumer Spendable Income—$297,120,000 Retail Sales—70,540 radio homes. Commands 22% to 56% more "unduplicated homes."

Represented Nationally By
WALKER-RAWALT CO.
New York — Chicago — Boston
Kansas City — Los Angeles

NOW we can offer you
PROVEN RESULTS*
with these
TELE-BROADCASTER STATIONS

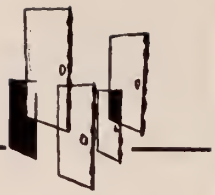
IN Hartford (CONNECTICUT) - WPOP
IN Kansas City - KUDL
IN Los Angeles (SPANISH LANGUAGE MARKET) - KALI
IN San Francisco (SAN MATEO) - KOFY

★ TOP RATINGS IN AUDIENCE
★ MORE LISTENERS PER DOLLAR
★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

report from agencies



Broadcast Advertising Is Subject of New Text

Radio management and advertising come under scrutiny in a new text **Successful Television and Radio Advertising** (McGraw-Hill, 1959), written by two executives from the agency world.

The co-authors are Gene F. Seehafer, media supervisor at Needham, Louis & Brorby Inc., Chicago, and Jack W. Laemmar, account executive at J. Walter Thompson Co., Chicago. The two collaborated on a similar work published nine years ago. When they decided it was time to update the work, they realized how much the broadcasting industry has changed since then.

New Developments

Among the new developments they've noted is the new role that radio plays today. Radio, say the authors, has established new programming and sales patterns in the last decade. While still-part of the broadcasting industry, it has evolved to take advantage of its potentials as a distinctive medium.

For instance, the authors have pointed out several differences between radio and television. One is the composition of the audience. A family or other group comprises the characteristice television audience, explains the text. The advertising message must therefore be directed to a group. On the other hand, individuals rather than groups tend to listen to radio, they say, so the sales message must be directed to a single person.

Another consideration is the comparative low cost of radio. This enables the advertiser to select his markets and define them more precisely than he can on television.

Once they have established radio in a slot of its own, the authors describe and explain it. The book is designed primarily as a text. Radio is separated from television by sections throughout the book.

In describing the role of the timebuyer, the authors stress the importance of the analytical awareness in his make-up. From planning, to purchase and throughout the duration of the campaign, they point out, the buyer must be aware of every fact and change that affects his purchase and must analyze the information objectively and accurately.

From there, the text goes into the detail of the timebuyer's job. After stating the background information the buyer must have about the advertiser and his product, there are listed and described considerations to be made in the purchase itself. These include coverage, audience size and composition, cost, availability, competitive programming and station service.

In addition, they define and discuss the work of the timebuyer after the purchase is made. The timebuyer, state the authors, should be able to promote the program he has purchased. He should provide the advertiser with notification of rate changes. He should keep up on availabilities so he can be in a position to consider changes to a more favorable time. He should be aware of any problems that may come up in scheduling or producing the program he has purchased, and of any changes in the conditions under which the purchase was made.

Multitude of Jobs

When time has been purchased on a hundred or more stations, the buyer's job becomes rather hectic, the authors acknowledge. "It is difficult," they conclude, "for the outsider to appreciate the multitude of jobs and requests which confront the timebuyer of an advertising agency."

The book is part of the McGraw-Hill Series in Marketing and Advertising. • • •

HORIZON '60 (Cont'd from p. 21)

from a standpoint of cost per thousand homes reached.

However, there is a real question concerning the "ideal" frequency of spot announcements or network participations to be used for a given product. Despite the low cost per thousand that radio offers, a compromise between the need for maximum frequency and budget limitations is necessary.

Judgment

A choice between intensive exposure of a segment of a market rather than blanket coverage with lower frequency of spot announcements for a given budget often has to be made largely on the basis of judgment.

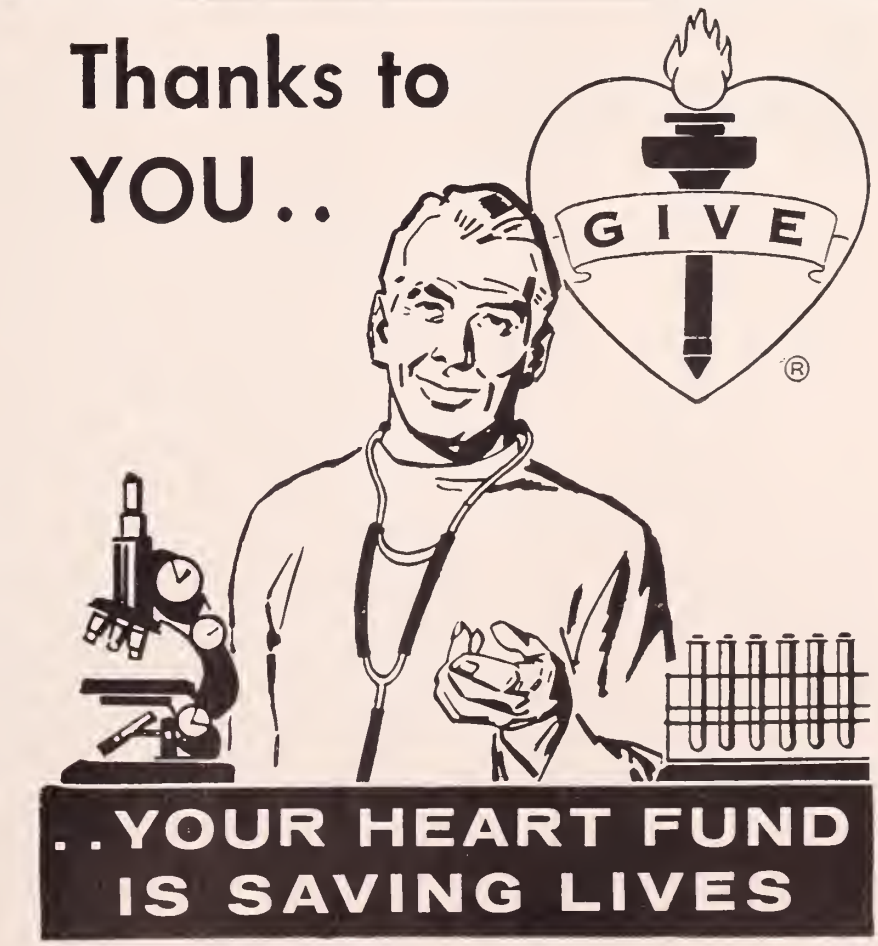
This question of frequency is not easily answered, of course. For one thing, the requirements for the various types of products are likely to be quite different. Therefore, the scope of the research needed is extensive. But more basic is the difficulty of devising a way to measure the extent to which advertising "comes across" via radio with various levels of activity for each product category. However, even approximate indications would help better to point out the values of radio to advertisers.

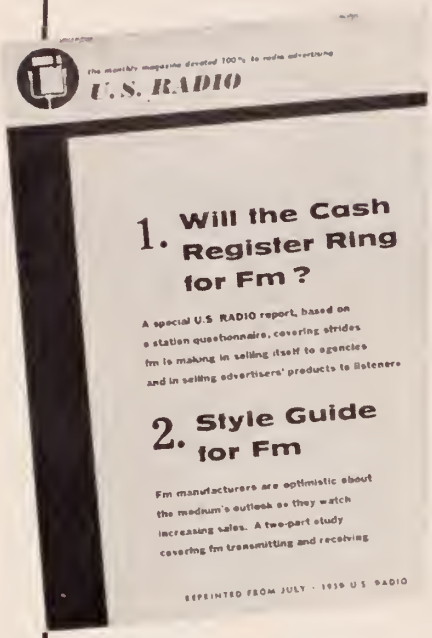
Patterns of Activity

For a start, it would be useful to examine the patterns of radio activity used by the major brands in several categories. At various levels of activity, comparisons of exposure in terms of the cumulative audience reached per month together with the frequency of listening may help establish some norms based on current activity.

In addition, research of the advertising penetration achieved with various patterns of radio advertising may provide advertisers with an additional dimension to guide them in planning radio campaigns best suited for their products. • • •

570 WBAP
RADIO REFINED™
FORT WORTH • DALLAS
WITH THAT SOOTHING INGREDIENT . . .
NO-YAK
ASK YOUR COLONEL OR HERMAN CLARK FOR THE ULTRA-REFINED 570 PACKAGE
WBAP AM-FM-TV
STUDIO & OFFICES
3900 BARNETT, FORT WORTH
DALLAS
1900 N. AKARD





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New York 19, N. Y.

report on FM

Fm: Market for 'Class' And New Products

Evidence continues to mount indicating that fm radio is putting on enough "weight and speed" to make a serious bid for "first-team" status.

Identifying fm as the "Finest Market," Dave Kimble, senior account executive at Grey Advertising Agency Inc., New York, presents some interesting facts to support this contention.

"Fm radio," Mr. Kimble says, "presents two distinct opportunities for advertisers: (1) For the seller of the 'Cadillac' type of product, the luxury, 'class' product. (2) For the seller of any new or renewed product in any field . . . in order to get to the 'highly mobile' trend-setters who are so influential on the tastes of the rest of the populace."

Having discussed the size of the fm market in an address last month at the Association of Advertising Men & Women, Mr. Kimble says that there are now 15 million sets in use, "bigger than the circulation of the biggest class or mass consumer magazine—with nearly a million more sets produced and imported here last year alone. And fm equipped-automobiles are coming up fast."

He also states that fm has a national penetration of "more than 25 percent—heavily concentrated in the valuable major markets, with New York at 57.1 percent, Boston at 50 percent, Los Angeles at 48 percent, San Francisco at 47 percent."

Turning to fm station growth, Mr. Kimble points out that the total has risen from 530 outlets in 1956 to an authorized total of nearly 800 by the end of 1959 (see Airwaves, p. 3). Another indication of fm station strength, he notes, is that the number of grants in 1959 broke a 10-year record, and that the number of fm station fall-offs (22) established a 10-year low.

Turning to the question of audience loyalty, Mr. Kimble illustrates his point with a Pulse study done for the QXR Network. The results show that "68.5 percent of (its) listeners tune in (am) radio less than an hour a day, and 57.4 percent watch tv less than an hour a day . . . while spending an average of five and one-half hours a day with fm weekdays, and four and two-third hours a day during the weekend."

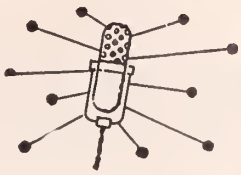
Admitting that qualitative research in the fm market is still primarily restricted to local and regional findings, Mr. Kimble believes that what is known is highly indicative of the medium's potential.

"Figures from the Good Music Broadcasters, the QXR Network, the Fm Association of Southern California and a number of individual stations, all tend to portray a similar profile of this listener to *specialized* fm programming:

- Most family income ranges upwards of $7,500, many over $15,000.
- Most are between 30 and 55 years of age—averaging about 40.
- Most attended college—many also took post-graduate courses.
- Their occupations tend to be professional and managerial in nature.
- Their favorite magazines seem to be of the *Saturday Review, New Yorker, Atlantic* breed.
- Their musical preferences start with symphony music and continue through chamber music, opera and classic, and jazz.

"Most important," Mr. Kimble continues, "the loyal listener to specialized fm radio tends to be what the Opinion Research Corp. terms the 'high mobiles'—the tastemakers and trend-innovators of American society." • • •

report from networks



► NBC:

Progress report on NBC's Medical Radio System shows that about 35 percent of available time has already been sold. According to Henry Sjogren, project manager, broadcasting will begin the week after Labor Day. Transmitters have been purchased to cover all markets in the 16 cities in which the system will be initiated. Plans for the manufacture of the closed-circuit sets have also been finalized.

"The outlook," says Mr. Sjogren, "is extremely encouraging. We have been able to purchase space in all the Medical Society Bulletins of the areas we will cover. Advertisements in these medical journals must be approved before they appear in print." This would indicate at least tacit acceptance by the medical societies for the project.

"An example of the enthusiasm shown by physicians," says Mr. Sjogren, "is the reaction of Western Pennsylvania Hospital in Pittsburgh." The service, he says, expects about 60 subscriptions from physicians attached to that hospital alone.

► CBS:

Arthur Hull Hayes, president of the CBS radio, has reported that for the final quarter of 1959 the network was operating in the black.

The network has also announced, through George J. Arkedis, vice president in charge of network sales, that over $2 million worth of time has been purchased on CBS Radio for 1960. Among the advertisers placing orders were: Pepsi-Cola, with a 26-week purchase starting February 10; Bristol-Myers Products Division, with a 52-week, Monday through Friday, twice daily news buy; Tetley Tea and Curtis Publishing, who both bought participations on *Arthur Godfrey Time;* American Molasses Co., with a 16-week buy starting mid-January; Northam, Warren Corp., buying for four weeks; Whitehall Pharmacal Co., renewing 30 five-minute segments a week, and Glenbrook Laboratories, renewing a 52-week order.

► ABC:

The highest sales volume for the last several years was reported by ABC Radio in a recent 30-day period. Orders in new and renewed business totaling $3 million were announced by President Edward J. DeGray for a 30-day period ended last month.

A later report set at 118 the total number of advertisers for all of 1959, including 56 advertisers buying ABC exclusively and 57 renewals. The total number of advertisers on the network increased by 28 during the year. Among the advertisers placing new business were The Frito Co., Maxwell House Coffee, Oldsmobile, Pharmaco, Inc., and Universal Pictures.

► MBS:

For the last six months of 1959, MBS announced the addition of 19 new advertisers. It was also reported that 12 major advertising agencies initiated the use of the network for their clients. These included Cunningham & Walsh; Richard & Raymond; Ruben Advertising; Mogul, Williams & Saylor; Lilienfeld & Co.; Ogilvy, Benson & Mather; Fidelity Advertising; W. B. Doner; Geyer, Moyer, Madden & Ballard; Charles Schaifer; Wexton & Co. and Aitkin-Kynett Co.

The Keystone Broadcasting System has added 13 new affiliates. They are KAVI Rocky Ford, Col.; KBIZ Ottumwa, Ia.; KGAN Bastrop, La.; WLYN Lynn, Mass.; WNBP Newburyport, Mass.; KWEB Rochester, Minn.; KYRO Potosi, Mo.; WOTW Nashua, N.H.; WPNC Plymouth, N.C.; WMPO Middleport-Pomeroy,; KVLG La Grange, Tex.; WTSA Bratleboro, Vt., and WISV Viroqua, Wis. • • •



"Show me," they say in Missouri. RCA Thesaurus gladly showed them – radio station KGMO, that is – how to bring in plenty of new local business. Sales Manager Jack Kohrumel reports:

"Twenty sponsors extremely happy with 'Shop at the Store' campaign . . . sold a separate package over and above existing contracts . . . additional dollar volume over $5,000.00."

Thesaurus means good news in town after town. Like yours. Write today for all the details!

RCA THESAURUS

155 East 24th Street • New York 10, N. Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

AIR FRANCE (Cont'd from p. 36)

Air France's radio past. Prior to last year, the airline had for several years jointly sponsored a French music program, emceed by Jacques Frey, a soft-spoken Frenchman with a cultivated manner and understated approach to commercial delivery. Originating in New York, the show was taped for broadcasting in other markets, and was heard twice a week for 25 minutes.

Currently, Air France's spot announcements—in addition to WQXR—are being aired over KFAC Los Angeles; KDFC-FM and KIBE San Francisco; WFLN Philadelphia; WCRB Boston; WFMT Chicago; WGMS Washington, D. C.; WVCG Miami; WITH-FM Baltimore, and KADY St. Louis.

According to BBDO's assistant account executive, Bob Haller, it is possible that this schedule will be extended during the spring months to include the San Diego market. This would represent Air France's first solo journey into radio air space without the company of the French Tourist Bureau.

So far, the airline buys radio only in those markets where it has district offices (with the exception of Baltimore, so close to the Washington branch) and which are the sources of Air France's principal American revenue.

Anticipates Great Growth

Air France whose total revenue, according to Mr. Burrow, increased by 32 percent in 1959 over 1958, anticipates great growth in the American market in 1960 as the result of its jet services.

The airline presently serves 236 cities in 76 countries and has 192,000 miles of route. During the 14 years that Air France has been operating between the U. S. and France, it has flown more than 500,000 passengers across the Atlantic.

"With the seating capacity of our jet aircraft almost double that of conventional planes, and with the support of our advertising, we hope it won't be long," Mr. Burrows declares, "before Air France will be making a few new records in passengers carried and in the revenue received." • • •

report from Canada

New Radio Service Aims For Quality Programs at Low Cost

A new programming service to provide a pool of programs for Canada's private radio stations may soon be launched by S. W. Caldwell Ltd., radio production firm. The intention of the service is to provide stations with high caliber programs for low cost budgets.

Plans for the venture, tentatively called the Canadian Program Service (CPS), are being developed by Caldwell's radio transcription department in Toronto. The undertaking is under the direction of Gordon Keeble, executive vice president of the company, assisted by John Gaisford, also of Caldwell.

The service would provide two things:

- The production of new high quality programs for use by subscriber stations.
- A pool of taped programs produced by individual stations that would be available for use at any time.

The company has been sufficiently impressed with the response to a survey it has taken to speak of plans for starting the service this month or next. With the backlog of tapes already produced, the service could get started immediately. And Caldwell will act as the clearing house until CPS gets on its feet.

"We intend," says Mr. Gaisford," to supply duplicating and distributing services at nominal cost in order to get the project started. What we hope will develop, however, is a kind of syndicated network for Canada's private stations, run by the stations themselves. CPS would be run by a board composed of executives of the member stations, while Caldwell would be primarily a private firm in competition with other production firms for CPS business."

In explaining the need for CPS, Mr. Gaisford says, "Many Canadian stations serve small markets and can't afford high priced productions. Under CPS, subscriber stations would help share the cost."

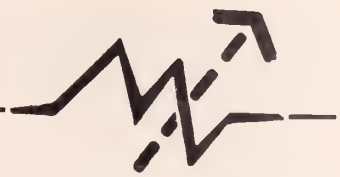
For example, he points out, a small independent station may not be able to spend $1,000 on a half-hour program. If, however, the same program was duplicated and distributed to 50 stations ,it could be broadcast at a cost of $20 to each station, plus the small distributing costs, he says. Each of the 50 stations would be able to provide for its listeners a half-hour of entertainment it could not afford to produce itself.

The idea for such a service, explains Mr. Gaisford, has been suggested and discussed at various times during the last three or four years. Several presidents of the Canadian Association of Broadcasters reportedly have commented on the advantages of a programming pool. Caldwell decided to take on the development of the service and sent out a mailing recently to test interest in CPS. The reaction, says Mr. Gaisford, has been mixed. The smaller stations that would benefit most from the service, he points out, have been quite enthusiastic about the project. Larger stations serving metropolitan areas have been more reserved, declares Mr. Gaisford. "While they would be willing to contribute their programs to a pool, they have indicated a reluctance to take from a central source."

These objections would not create serious barriers to the success of CPS. Mr. Gaisford does note the importance of the larger stations to the project. They have the resources to produce high quality programs, while the smaller stations would have to use outside producers to create a pool and keep it going.

With the anticipated cooperation of the larger stations and the availability of independent producers, however, CPS hopes to get off the ground shortly. • • •

radio research



An Over-the-Shoulder Glance At a Year of Radio Research

A quick over - the - shoulder look shows that radio devoted a considerable amount of time and energy to research activities in 1959. The results of these efforts may be expected to exert their influence in the months ahead. U. S. RADIO has reflected much of this research on its editorial pages throughout the year. Here are some of the research highlights of 1959:

December: U. S. RADIO survey of Negro stations shows the average station that programs 100 percent Negro material has 71.25 percent of its time sold in 1959 compared to 64.19 percent in 1958. (See *Negro Radio Supplement.*) Survey of 120 agencies sponsored by Phil Davis Musical Enterprises Inc., New York, shows 82.6 percent of respondents employ services of musical specialists when preparing musical commercials. (See *Report From Agencies*). WKJF-FM Pittsburgh survey on audience listening habits, and WTMJ-FM Milwaukee survey on new fm family preferences. (See *Report on FM*)

November: Westinghouse Broadcasting Co. studies changing market areas and develops a plan called Megatown, defined as a giant community area that is "influenced by and tied to a dominant central city." WBT Charlotte, N.C., studies same subject resulting in Total Market Concept. (See *Mushrooming Markets.*)

October: Market Planning Corp. study for H-R Representatives Inc. shows housewives spend about 4 hours and 36 minutes daily listening to radio compared with 1 hour, 57 minutes reading newspapers. (See *Housewives Listen, Too!*) Family Advisory Staff of J. Walter Thompson Co. survey showing housewives listen to radio while they work—and principally to music (54 percent) and news (36.1 percent). (See *Ladies Day Fare.*)

September: RAB reports that stations are spending 30 percent more for programming in 1959 than in the previous year. (See *Soundings.*) KHFI-FM Austin survey of 22 Texas fm stations indicates a wide range of fm programming concepts. (See *Report on FM.*) Survey by Sindlinger & Co. shows that radio listenership surpassed tv viewing during month of July and part of August. (See *Radio Research.*)

August: Nielsen research study shows that the so-called prime hours of 7 to 9 a.m. and 4 to 6 p.m. account for only 21 percent of listening throughout the day. (See *What Will Fall Winds Bring?*) RAB study indicates that 78.5 percent of retail businesses and 67.3 percent of manufacturing establishments have radios reaching 70 million workers while on-the-job. (See *Report From RAB.*)

July: U.S. RADIO survey shows that average fm station which programs separately, or is an fm-only operation has 31.3 percent of its commercial time sold compared with 7.2 percent for average station that duplicates am programs. (See *Will The Cash Register Ring For FM?*) The average fm station reporting finds 83.5 percent of its business is local, and 16.5 percent is national.

June: U.S. RADIO survey of farm stations shows that outlets with a farm director or specialist on the staff average 17.6 hours a week programming for the farmer. (See *The Change Down On The Farm.*) A. C. Nielsen Co. prepares ranking of the top 20 network radio clients by total home broadcasts and total commercial minutes for first time. (See *Radio Research.*)

May: Dollar expenditures for local radio advertising have increased from $288.5 million in 1951 to $370 million in 1958—a rise of 28.2 percent. (See *Local Radio Phenomenon.*)

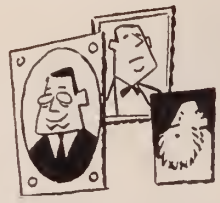
April: Adam Young Inc. devises plan designed to have advertising agencies define "advertiser areas," presumably a compromise between smaller metro areas and larger station coverage areas. (See *The Young Proposal.*) Motivation study in Houston, conducted by Dr. Bullock of Texas Southern University, shows if average Negro had $25,000 to spend in advertising, he would put the major share of the money—43 percent—in radio. (See *Soundings.*)

March: Figure for total households, and total radio households, for the end of 1958 in Canada is 4,196,100 according to the Bureau of Broadcast Measurement. (See *Report From Canada.*) Far West Surveys of San Francisco's KSAN sponsored survey of Bay area Negro families shows that 51.3 percent of those surveyed listen to radio from one to three hours a day. An additional 21 percent listen between four and six hours daily. (See *Radio Research.*)

February: Nielsen study of weekend schedules points out that the percentage of homes reached by 10 spots, for example, increases from 15.4 percent to 15.4 percent to 20.2 percent when Sunday is substituted for Wednesday. (See *Weekend Bonanza.*) Pulse figures indicate that during summer of 1958 out-of-home listening added 28.3 percent to the in-home audience, compared with 25.7 percent the previous year. The figure for out-of-home listening in 1951 added only 17.3 percent to the in-home audience figures. (See *Radio Research.*)

January: RAB ranks the top 15 spot users by dollar outlays, recording this data for the first time. (See *Report From RAB.*) WOR New York sponsored study by Pulse discloses that 73.7 percent of housewives interviewed listen to radio on average day prior to shopping, compared with 35.1 percent who read newspapers before marketing. (See *Radio: The Way to Food Shopper's Heart.*) • • •

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

Herbert Zeltner, formerly v.p. and assistant media director at Lennen & Newell Inc., promoted to director of media.

Roy Passman, formerly with NBC, has joined J. M. Mather Inc., New York, as director of the radio and television department.

E. R. Pickut, assistant public relations director at Norman Malone Associates Inc., Akron, O., promoted to media director.

James R. English Jr., associate media director at Kenyon & Eckhardt Inc., New York, elected a v.p.

Robert C. Barker named v.p. and account supervisor at Compton Advertising Inc., New York. He had held the same title at Kenyon & Eckhardt.

William W. Woodbridge, formerly v.p. and account supervisor at Dancer-Fitzgerald-Sample Inc., New York, has joined Guild, Bascom & Bonfigli Inc., San Francisco, as assistant to the president.

G. Douglas Morris, senior v.p. at Lambert & Feasley, moves to Warwick & Legler Inc., New York, as v.p. and head of drug division.

Howard Rowland, account supervisor, elected v.p. at Smith/Greenland Inc., New York.

Quentin Fox, formerly account executive at Ted Bates Co., New York, appointed account executive on the Lever Brothers account at BBDO.

Richard J. Farricker, previously management service director at McCann-Erickson Inc., New York, has joined Geyer, Morey, Madden & Ballard Inc. as exec. v.p.

STATIONS

Arch Andrews, formerly operation director at KOWH Omaha and KICN Denver, appointed program director, KHLN Denver.

George Allen Jr. appointed local sales manager, KWIZ Santa Ana. He had been general sales manager at WOC Davenport.

James T. Butler, formerly mgr., WISN Milwaukee named v.p.

Franklin H. Small promoted from radio sales manager to station manager, WFBM Indianapolis.

Kenneth J. Bangh, formerly station manager, promoted to general manager, WPEO Peoria.

William F. Waterbury, formerly director of operations, named president and general manager, WBCB Levittown, Pa.

Bob Cooper, assistant general manager, promoted to program director, KICN Denver.

Ralph Petti Jr., formerly sales manager, KJAX Santa Rosa, moves to KROY Sacramento as sales manager.

Norton I. Virgien Jr., promoted from commercial manager to station manager, WKNB West Hartford, Conn.

William F. Schnaudt, formerly general sales manager WICO Salisbury, Md., named general manager.

Jim Curtis appointed production director, WEBR Buffalo.

Bill McGonigle named account executive for KROP Los Angeles.

Walter Stark has joined WNTA Newark, N. J., as account executive.

Terry Mann, formerly director of media research at Foote, Cone & Belding Inc., named account executive, KFI Los Angeles.

REPRESENTATIVES

James M. Horsey, formerly assistant product manager with the Virginia-North Carolina Chemical Corp., has joined Peters, Griffin, Woodward Inc., New York, as radio account executive.

James S. Gessner, formerly timebuyer at J. Walter Thompson Co., New York, appointed to radio sales staff, The Branham Co.

Robert Huth, formerly with Neagle Outdoor Co., Oakland, Calif., has joined The Katz Agency Inc. as a radio salesman in the San Francisco office.

H. J. Grenthot, presently assistant treasurer, named treasurer, The Katz Agency Inc., New York, succeeding **M. J. Beck,** who is retiring. **Michael J. Flynn** is also retiring after 27 years on the radio sales staff.

NETWORKS

William T. Rafael, network script editor since 1957, named national program director, ABC Radio.

Herbert R. Hahn, director of public relations, elected vice president, American Broadcasting-Paramount Theatres Inc.

Marion Stephenson appointed director of business affairs for NBC Radio.

W. Thomas Dawson, director of sales promotion and research for CBS Television Spot Sales, named v.p. in charge of advertising and promotion for CBS Radio.


Small


Butler


Rafael


Farricker


English


Flynn


Dawson



Who Discovers the Discoverers?

"A professor can never better distinguish himself in his work than by encouraging a clever pupil, for the true discoverers are among them, as comets amongst the stars." CARL LINNAEUS

Somewhere in this mighty land of ours, a gifted youth is learning to see the light of tomorrow. Somewhere, in a college classroom or laboratory, a dedicated teacher is gently leading genius toward goals of lofty attainment. Somewhere the mind of a future discoverer—in science, engineering, government, or the arts—is being trained to transcend the commonplace.

Our nation has been richly rewarded by the quality of thought nurtured in our colleges and universities. The caliber of learning generated there has been responsible in no small part for our American way of life. To our college teachers, the selfless men and women who inspire our priceless human resources, we owe more than we will ever be able to repay.

Yet how are we actually treating these dedicated people? Today low salaries are not only driving gifted teachers into other fields, but are steadily reducing the number of qualified people who choose college teaching as a career. At the same time, classrooms are beginning to get overcrowded. In the face of this, college applications are expected to double by 1967.

This is a severe threat to our system of education, to our way of life, even to our very existence as a nation. Our colleges need help—and they need it now!

HIGHER EDUCATION
KEEP IT BRIGHT

If you want to know more about what the college crisis means to you, and what you can do to help, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

ADVERTISING COUNCIL PUBLIC SERVICE

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education

EDITORIAL



. . . horizon 1960

WHAT'S AHEAD

Industry observers who should be in a position to know believe that radio is in for a good year. General increases are anticipated, following a year of moderate growth in 1959.

It is expected, for example, that spot radio will go over the $200 million mark in the year ahead. This would be an improvement over the estimated $179 million counted for spot radio in 1959, which in turn was about five percent over 1958.

Network radio, many believe, is entering 1960 in a stronger positon than it has been in recent years. Why stronger? Because networks have realistically re-evaluated their programming and compensation concepts to a point that could mean black ink for all such operations in the months ahead.

PROGRAMMING AND RESEARCH

As agencies and clients look ahead to the new year, there are many things they can expect of radio. Programming development that stirred much thinking and action last year is expected to gain continued momentum this year. Emphasis will likely be on news, public service and diversity in programmng formats.

In research, too, the new year is certain to see an extension of the efforts that were made in 1959 to put radio listening under the microscope. (For a review of the many research projects undertaken last year, see *Radio Research,* p. 57.)

While crystal-ball gazing is always a hazardous occupation, many observers believe that changes will occur this coming year in the basic character of the listener's medium. Chiefly, radio is being urged to "be itself"—to develop its natural assets to the fullest.

William J. Hoffmann Jr., director of radio, BBDO Inc., New York, states, "Most of the advertising business that has found radio to be an effective and low cost medium expects radio to establish further its identity as an advertising vehicle separate from any other.

FULL DEVELOPMENT

"This simply means," he continues, "the full development and utilization of radio's natural advantages as a communications and—by inference—advertising medium. (See *Horizon 1960,* p. 19.)

In a similar vein, Mr. Hoffmann also believes that commercials should be "written especially for the medium, utilizing new sounds and aural effects."

The year 1960 will be one of radio's greatest challenges. It offers the opportunity of transforming moderate growth into accelerated growth.

The key word is awareness. Let radio management be aware and responsible to its audience; let agencies and clients be aware of the performance of radio.

in

RADIO

you know where you're going with

STORER

Now in Los Angeles, the nation's second largest market, there is a Storer station — **KPOP.** For top news, music, local personalities and Storer programing, in Los Angeles it's **KPOP.** Call Peters, Griffin, Woodward.

Storer Broadcasting Company • National Sales Offices:
625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1, Ill.

WWVA
WHEELING
Only full-time CBS network station in Pittsburgh-Wheeling area. 50,000 watts • Call BLAIR.

•

WJW
CLEVELAND
NBC network. Tops in local Personalities, News and Music. Call KATZ

•

WJBK
DETROIT
WJBK-RADIO *is* Detroit. First from noon until midnight. Call KATZ

•

KPOP
LOS ANGELES
Covers nation's 2nd market. Call PETERS, GRIFFIN, WOODWARD

•

WGBS
MIAMI
50,000 watts — CBS Covering *ALL* of South Florida. Call KATZ

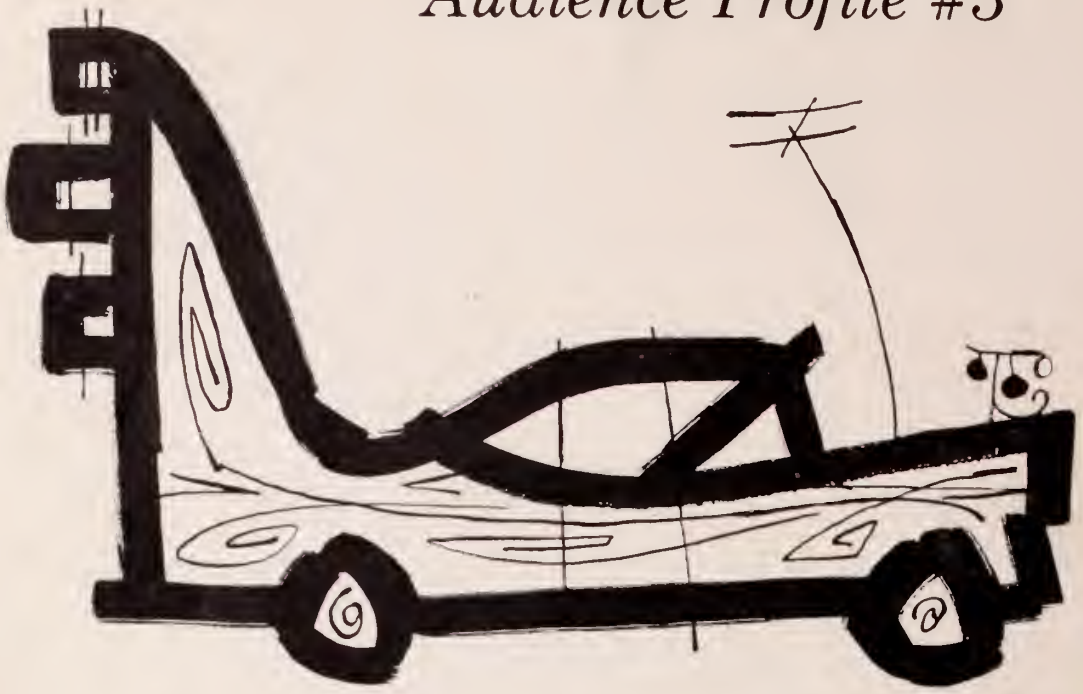
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WIBG
PHILADELPHIA
50,000 watt station. First in all surveys. Call KATZ

•

WPSD
TOLEDO
It takes only one to reach *ALL* Toledo. First by far. NBC • Call KATZ

Audience Profile #3



357,519 WWDC homes own at least one car...13.5% above the total sample Washington, D.C. average. 210,485 are 1957 or newer... 17.9% above average.*

**PULSE Audience Image Study—July, 1959*



WWDC Radio

. . . the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR

1771 -N- ST NW
WASHINGTON 6 D C SUB 1
USR DS-19-39-1275-21R

or buyers and sellers of radio advertising

U.S. RADIO

VOL. 4—NO. 2

FEBRUARY

1960

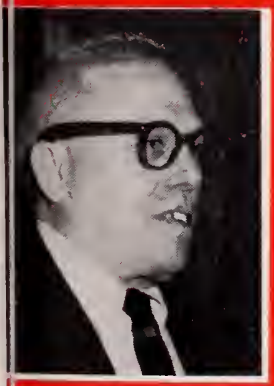
35 CENTS

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Frank A. Corbet
Finds Farm Radio
nts Major Share
rge Ad Budget

This is the spot for a commercial



KOB ..... Albuquerque
WSB ..... Atlanta
WGR ..... Buffalo
WGN ..... Chicago
WFAA .. Dallas—Ft. Worth
WKMH ..... Detroit
KPRC ..... Houston
KARK .....Little Rock
WINZ ..... Miami
WISN ..... Milwaukee
KSTP.Minneapolis—St. Paul
WTAR ..... Norfolk
KFAB ..... Omaha
WIP ..... Philadelphia
KPOJ ..... Portland
WJAR ..... Providence
WRNL ..... Richmond
KCRA ..... Sacramento
WOAI .....San Antonio
KFMB .....San Diego
KOBY .....San Francisco
KMA ..... Shenandoah
KREM ..... Spokane
WGTO ....Tampa—Orlando
KVOO ..... Tulsa

He may be holding the baby, but radio is holding him! Radio-listening is the great American habit. Multiply all the hours spent at it every day and you'll know why Spot Radio pays off BIG for advertisers!

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative



SELL the family board of directors...

with your local Meredith Station!

These days, more and more family purchases are voted on by the entire "board of directors" — mother, father, sister and brother. To reach this select group, make sure your schedule is included with other discriminating advertisers on the Meredith Station . . . *appealing* to the entire family, *motivating* the entire family. Meredith Stations are well-established in the community they serve . . . have earned the respect and confidence of the audience *and* the advertiser.

Contact the Meredith Station manager or the rep . . . get the facts on audience loyalty, coverage area and low cost circulation.

Meredith Stations Are "One Of The Family"

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines



COLUMBUS, GA Georgia Farm Bureau Federation Award for Outstanding Service to Agriculture is received for WSB Radio by Farm Director Jimmy Dunaway (R) from J P Duncan, Jr. Federation president Elma Ellis (L) is WSB program manager

Doubles this time!

Farm Service Award and national Farm Safety Award . . . both go to Atlanta's WSB



CHICAGO—WSB's Jimmy Dunoway (L) receives for the station, the National Safety Council's 1958-59 Public Interest Award for Exceptional Service to Farm Safety. The Council's Maynard N. Coe makes the presentation.

For the fourth time in the past five years WSB Radio was awarded the Georgia Farm Bureau Federation trophy, state agriculture's highest. Frosting was added to the cake when the National Safety Council tapped WSB as the Georgia broadcaster to merit its Farm Safety Award. This is meaningful to advertisers who like to get a bigger buck's worth out of every dollar they send to market. WSB Radio's good job with farm folk is spawned by the same spirit of public service with which this station also serves its millions of urbanites. Certainly your advertising in Atlanta belongs on WSB Radio.

WSB Radio

The Voice of the South/ATLANTA

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

Even the moon is within reach of WMAQ's Sound of the Sixties...the new concept in sound that brings the Chicago area buying audience the programming it wants. Timely, knowing local news...the latest word on international affairs...up-to-the-minute traffic, transportation, and weather information...the newest beeps from outer space...tunes and rhythms of grown-up music. Here's programming an adult, buying audience prefers. Chicago is tuned to the Sound of the Sixties!

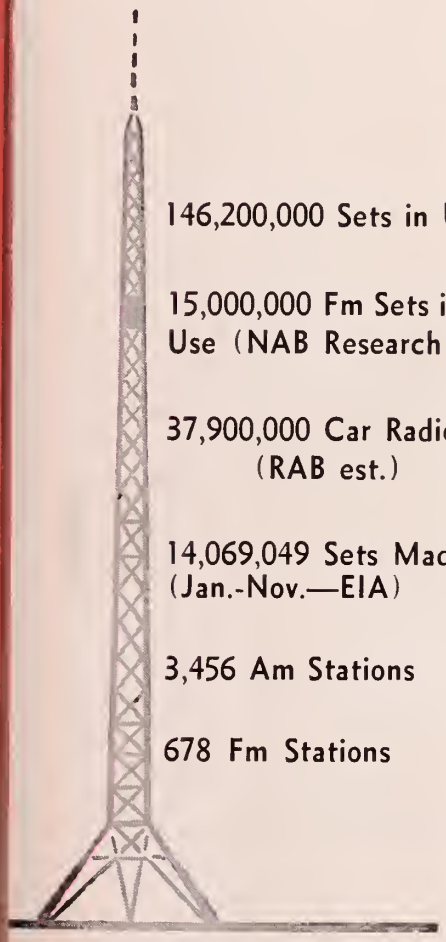
OUTER DRIVE TO OUTER SPACE



WMAQ • NBC OWNED • 670 IN CHICAGO • SOLD BY NBC SPOT SALES



Radio's Barometer



146,200,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

37,900,000 Car Radios (RAB est.)

14,069,049 Sets Made (Jan.-Nov.—EIA)

3,456 Am Stations

678 Fm Stations

Spot: Based on spot radio activity so far this year, James Alspaugh, vice president for radio, H-R Representatives Inc., believes that total 1960 business will surpass the company's earlier estimate of a seven to eight percent increase.

Network: NBC Radio reports sales totaling $3 million in a one-month period. The billings include $1,700,000 in new business. (See *Report from Networks,* p. 67.) Pepsi-Cola, Inc., has launched a spot campaign employing the full facilities of NBC, CBS, ABC and MBS. Cost of the air program is said to be $1.25 million.

Local: Year-end figures show that KNX Hollywood sales for 1959 reached all-time highs, the west coast station reports. Total time sales reflected an 11.7 percent increase over the 1958 totals. WRCA New York set an all-time peak in combined local and national spot business with more than one million dollars worth of orders being written over a seven-week period, according to Station Manager Arthur Hamilton. WSUN St. Petersburg, Fla. reports that business in the first quarter of its fiscal year is 15 percent ahead of last year's pace.

Stations: The number of am and fm stations on the air at the end of December totaled 4,134, an increase of 29 (15 am and 14 fm) over the previous month:

	Commercial AM	*Commercial FM*
Stations on the air	3,456	678
Applications pending	525	71
Under construction	71	160

Sets: Total radio production in November was 1,346,079, including 290,815 auto receivers, according to the Electronic Industries Association. Eleven month cumulative radio output came to 14,069,049, including 4,973,777 auto sets. This represents an increase of almost 4,000,000 sets produced over the same period in 1958. Total radio sales, excluding car radios, was 1,016,634; 11-month total was 7,142,424. The number of fm sets made in November totaled 50,131. The 11-month cumulative fm production was 480,894. The totals for the same period in 1958 were 303,808.

WJDX
1
in
FARM
PROGRAMS in
MISSISSIPPI...

WJDX has the only full-time radio farm department in Mississippi. *Howard Langfitt and Forrest Cox, NATRFD accredited members, broadcast 6 hours, 35 minutes weekly.*

WJ DX First in Nielsen, Pulse Area Surveys

5 kw Day, 1 kw Night

radio 620

JACKSON, MISSISSIPPI

See Hollingbery

for buyers and sellers of radio advertising

U.S. RADIO

FEBRUARY - 1960 VOL. 4 - NO. 2

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BPA

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NEWSMAKER STATION of the WEEK

WXLW

5000 Watts 950 KC

INDIANAPOLIS, INDIANA

the PIONEER of ADULT PROGRAMMING

is pleased to announce
the appointment of

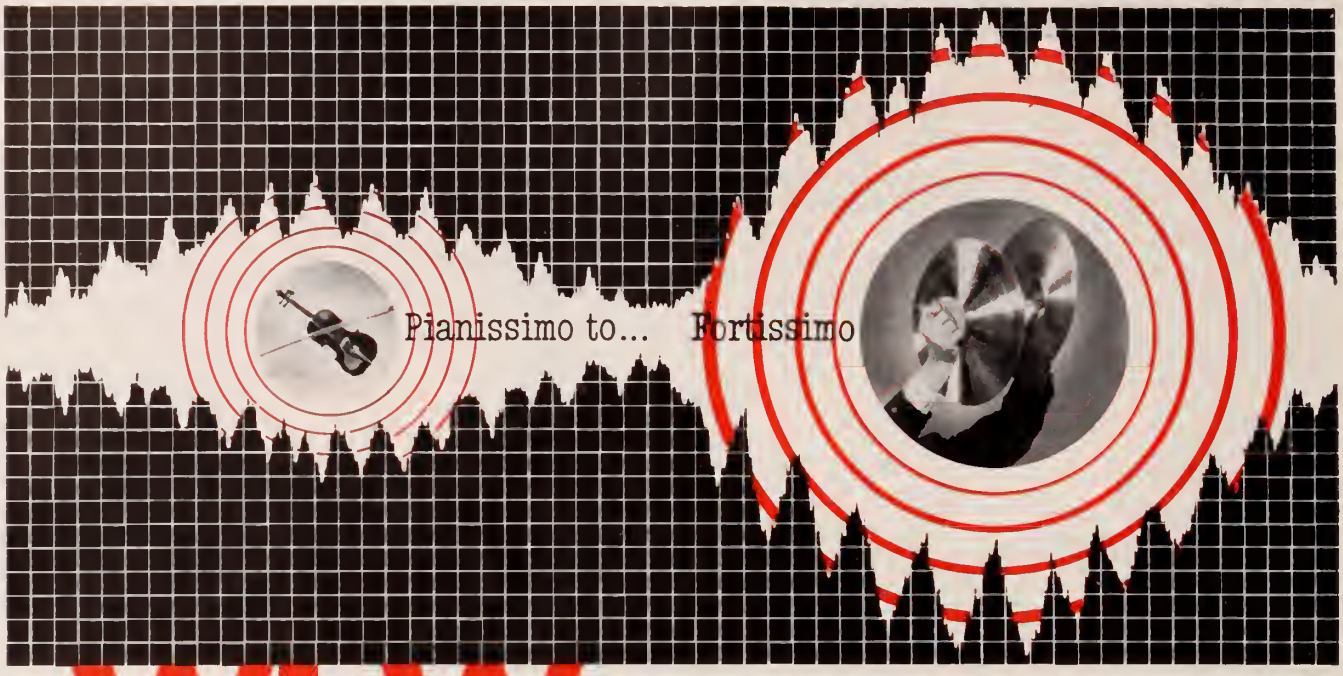
robert e. eastman & co., inc.

AS EXCLUSIVE NATIONAL REPRESENTATIVES



robert e. eastman & co., inc.
representing major radio stations

NEW YORK:	CHICAGO:	SAN FRANCISCO:	DALLAS:	ST. LOUIS:	LOS ANGELES:	DETROIT:
527 Madison Avenue	333 N. Michigan Ave.	Russ Bldg.	211 North Ervay Bldg.	Syndicate Trust Bldg.	Taft Building	Book Building
New York 22, N. Y.	Chicago, Illinois	San Francisco, Cal.	Dallas, Texas	915 Olive St.	1680 N. Vine St.	Detroit, Mich.
PLaza 9-7760	FInancial 6-7640	YUkon 2-9760	RIverside 7-2417	St. Louis, Missouri	Hollywood, Cal.	WOodward 5-5457
				CEntral 1-6055	HOllywood 4-7276	



WLW Acclaimed.....world's highest fidelity radio station...with audience among top 10 in America!

A revolutionary new WLW-AM transmission system, developed by Crosley Broadcasting Engineers, has made WLW Radio unquestionably the World's Highest Fidelity Radio Station – according to Frank H. McIntosh Laboratory, Binghamton, N. Y., the world's largest independent radio and high-fidelity transmission experts.

So before you buy Radio time – check these figures below . . . and remember, WLW high fidelity transmission provides the finest in clarity for advertisers' commercials!

WLW RADIO WORLD COVERAGE (37th year on the air!)
WITH WORLD'S HIGHEST FIDELITY

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

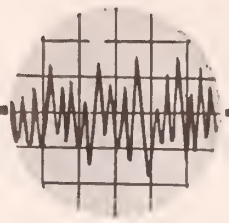
NCS DAY-PART CIRCULATION..... PER WEEK.....

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC, ABC • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** Tracy Moore & Associates—Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc.—Atlanta, Dallas. Crosley Broadcasting Corporation.

soundings



Upcoming RTES Session To Espouse Radio Values

In one of its first major radio sessions in a long while, the Radio & Television Executives Society, New York, is planning to devote its monthly Roundtable luncheon on Wednesday, March 30, to a discussion of radio advertising values (see *Question & Answer,* p. 40). Stations are urged to send in questions and pertinent comments covering areas of interest to advertisers, agencies and buyers of radio time. Headlining the speakers' panel are expected to be prominent advertiser spokesmen.

Is There a Change Down on the Farm

In an atmosphere of a generally healthy business climate, farm radio finds itself in the throes of a "peaceful revolution" in programming (see *New Seeds for Farm Programming?* p. 23). Some of the issues at stake are whether shorter segments in farm information will gain complete acceptance, and the secularization of farm material to appeal to a wider audience (e.g., home-owners and gardeners).

Balaban Stations Install "Active" Monitoring System

In a move designed to enable management to keep a closer eye on what is being broadcast over its outlets, Balaban Stations has installed an "active" monitoring system called PACC, Program and Commercial Control, at three stations—WIL St. Louis, WRIT Milwaukee and KBOX Dallas. Monitoring will be handled by a researcher employed by each individual station at a location removed from the station proper. Reports will be made directly to director of operations or the assistant to the vice president. A similar "control group" was instituted recently by the Storer Broadcasting Co. (see *Soundings,* December 1959).

RAB Head Predicts Bright Radio Future In Next Decade

More radio and tv stations and fewer newspapers and magazines in 1970 is the prediction of Kevin B. Sweeney, president of Radio Advertising Bureau. Peering into the next decade, Mr. Sweeney foresees another 1,000 am stations in operation, and over 20 million radio sets in use. Radio's dollar volume will double, stations will be highly specialized as to editorial content and there will be a large increase in the number of stations owned by the investing pubic, if Mr. Sweeney's forecasts are borne out. Moving to an area closer at hand, the RAB is preparing a new survey charting the activities of radio's local advertisers.

Low Cost Fm Receivers Seen Boosting Listeners

Availability of low cost fm receivers is expected to boost the number of fm-equipped homes. The Broadcast Equipment division of Sarkes Tarzian Inc. is marketing a table model fm set carrying a suggested retail price of $19.95. In addition to distributing the sets through such mass outlets as drug and grocery chains the manufacturer is asking fm stations to sell the radios to their listeners.

Air Force Academy Games To Be Aired By IMN

All Air Force Academy football games will be exclusively broadcast over the facilities of The Intermountain Network for the next three years, it was reported by Lynn L. Meyer, IMN president. Details of the agreement were worked out between IMN and Air Force Academy officials. The regional network's broadcast rights include coverage of games both home and away. During the 1960 season, IMN will air all 10 of the Academy's scheduled contests.

time buys



American Motors Corp., Kelvinator Div.

Agency: *Geyer, Morey, Madden & Ballard Inc., New York*

Product: RANGES

After a mid-winter cool-off, the kitchen division is putting its ranges on the air for two separate weeks in February. The campaign, a continuation of a pre-Christmas run, will be heard in 65 selected markets. Daytime minutes for the housewife are being aired during the weeks of February 8 and February 22. Timebuyer is Ed Richardson.

American Tobacco Co.

Agency: *BBDO, New York*

Product: LUCKY STRIKE CIGARETTES

Currently lighting up Luckies in 70 markets across the nation, the company will soon be off on the second flight of its 26-week campaign. Five campaigns, each of five weeks duration, fill out the schedule. Frequencies will vary by market. Timebuyer is Hope Martinez.

Arnold Bakers Inc.

Agency: *Kudner Agency Inc., New York*

Product: BREAD, ROLLS

A tasty bit of radio time is now scheduled for the breadmakers. The second section of its radio schedule started this month, and will probably run for the rest of the year. One-minute musical spots can be heard all day long, 35 times a week. The music features the company's butter and eggs and loving care theme. Timebuyer is Mal Murray.

Beech-Nut Life Savers Inc.

Agency: *Charles W. Hoyt Co. Inc. New York*

Product: BEECH-NUT COFFEE

Starting the last week in January and continuing for 34 weeks, the current campaign is on the air in many northeast markets. Frequencies will be heavy, ranging from 20 to 70 spots a market weekly. Timebuyer is Doug Humm.

Commercial Solvents Corp.

Agency: *Fuller & Smith & Ross, New York*

Product: HI-D FERTILIZER

In a bid to farmers to feed their soil, Hi-D has planted spots in 50 farm markets this month. The schedule calls for two to three 60-second announcements a week for the entire 13-week period. Timebuyer is Bernie Rasmussen.

Dictograph Products Inc., Acousticon Div.

Agency: *Wexton Co., New York*

Product: HEARING AIDS

A four week test of 10 Canadian markets will begin February 15 for this corrective hearing instrument. Approximately five one-minute spots a week will be aired in news adjacencies, with extension of the campaign dependent upon results. Results of a recent one month test on the MBS network has led to additional buys. Timebuyer is Jean Boyde.

E. I. du Pont de Nemours & Co., Inc.

Agency: *BBDO, New York*

Product: TEXTILE FIBERS

The chemical giant will soon be saluting its man-made materials for men's wear in 20 to 40 markets across the nation. The schedule calls for one-week campaigns in each of the markets starting this month and going through April. Time has been bought in minutes. Timebuyer is Trow Elliman.

Eagle Pencil Company

Agency: *The Shaller-Rubin Co., New York*

Product: MIRADO-VERITHIN QUALITY CONTROL NUMBERS GAME CONTEST

Coordinating with Eagle's national contest, the company has purchased 39 spots in the New York area. The promotion begins on February 1, and will continue through May 1, with minute spots announcing the grand prize—a one-week vacation in Las Vegas and $2,500 in cash. Timebuyer is Jean Coury.

J. A. Folger & Co.

Agency: *Cunningham & Walsh, New York*

Product: COFFEE

Brisk ads for Folger are currently livening up the airwaves in 35 markets covering 18 western states. Campaign will last a minimum of four weeks. Frequencies are very heavy, and vary with market. Both minutes and 20's have been bought. Timebuyer is Frank Martin.

Kiwi Polish Co.

Agency: *Cohen, Dowd & Aleshire Inc., New York*

Product: KIWI SCUFF MAGIC

Polishing up its debut, the new Kiwi product for children's shoes has extended the introductory cam-

(Cont'd on p. 12)

The Soul of Radio

The voice of radio as we hear it this evening takes its flight through the heavens in an historic setting. The antennas of the new station rise imperiously between the banks of the Great Miami and Mad rivers. Here it was that Tecumseh, the greatest Indian of all time-statesman, orator, warrior-followed the pursuits of peace and combat. Within sight are the fields now historic where Wilbur and Orville Wright gave to man the wings of the air that have carried him around the planet.

In this inspirational scene we build a giant structure of steel and wires and insulators and all the magic devices of this scientific age. And now it takes the tongue of man and the melodies of poetry and music.

Birth is always a solemn thing and our emotions are deeply stirred as W·H·I·O· is announced as a new thing of life. May I express this christening sentiment~ that the voice of this Miami Valley empire will always be an instrument of dignity, culture and practical service; that it will carry the light of joy to places that are dark; that it will build a love for goodness and beauty; that it will plant in the hearts of men a philosophy that will help them to see Divinity in sunshine and shadow; that it will sense its obligations to the more than a million people who are by common interest to be our immediate radio fireside. In brief, may WHIO in its long watches of the night and in its endless days be conscious of its duty to God and humanity.

Remarks of Ex-Governor James M. Cox, Saturday Evening, February 9, 1935, at the dedication of Radio Station WHIO

WHIO TV—CHANNEL 7 AM—1290 KC. FM—99.1 Meg.

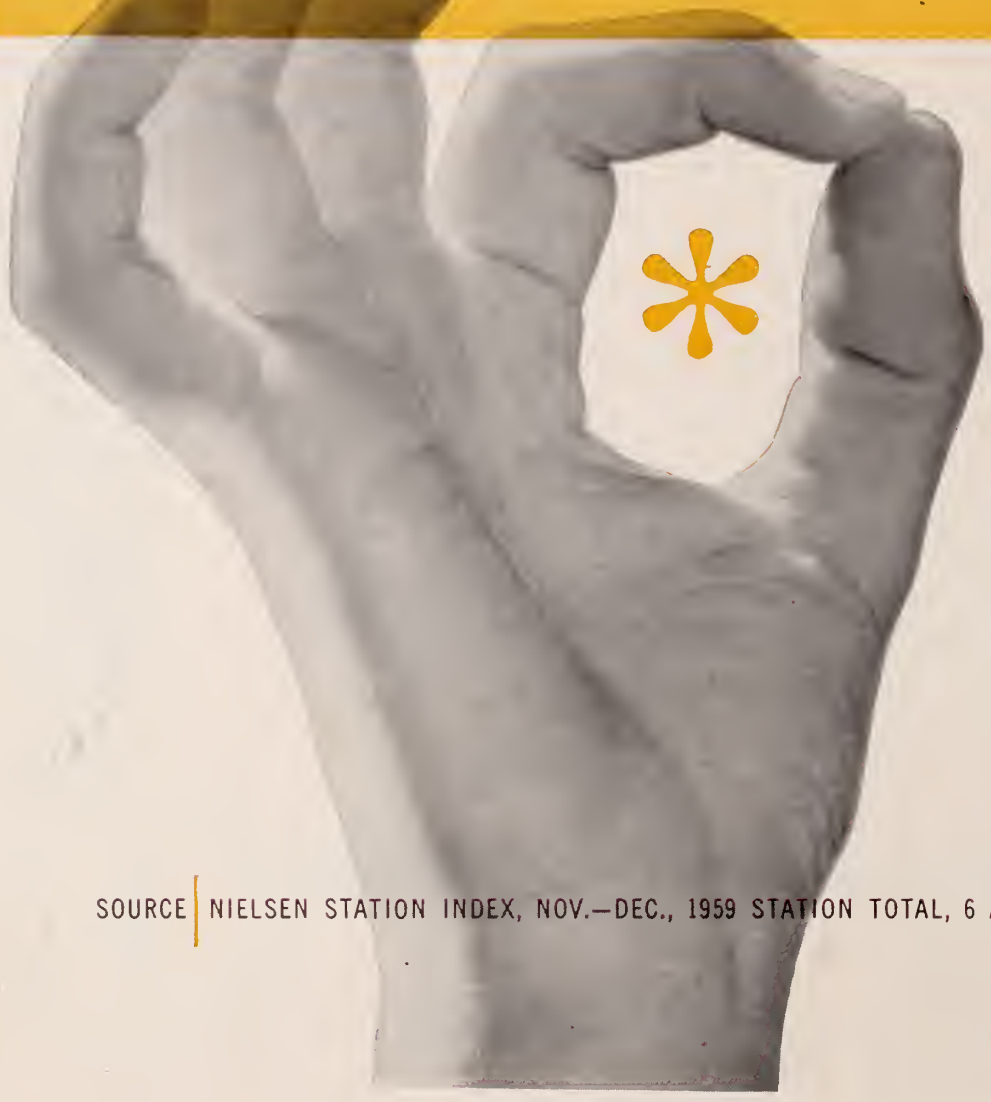
Basic **CBS** Affiliate

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

Dayton, Ohio

whio Radio 25th YEAR 1935-1960

greatest acceptance



SOURCE | NIELSEN STATION INDEX, NOV.—DEC., 1959 STATION TOTAL, 6 AM-MIDNIGHT, 7-DAY WEEK

ever!

*56.8%

SHARE OF AUDIENCE

NOTHING SELLS LIKE ACCEPTANCE . . .

For 35 years in Minneapolis-St. Paul, WCCO Radio's acceptance has always been tops. Now it's at an all-time high—**56.8% share of audience.** That's the greatest share ever recorded since Nielsen began measuring the market. More so than ever, WCCO Radio delivers more listeners than all other Minneapolis-St. Paul stations **combined--at the lowest cost per thousand.** Makes this the perfect time to put your sales story where it will enjoy the **greatest acceptance ever!**

WCCO RADIO delivers more listeners than all other Minneapolis-St. Paul stations combined!

WCCO Radio	56.8%
Station B	17.1%
Station C	4.6%
Station D	4.5%
Station E	4.5%
Four other stations	12.5%

WCCO RADIO
Minneapolis • St. Paul



Northwest's Only 50,000-Watt
1-A Clear Channel Station
• Represented by CBS
Radio Spot Sales



(Cont'd from p. 8)

paign currently running in five western markets. These are Los Angeles, San Diego, Denver, Salt Lake City and San Francisco. Extension is due to run March 1 to mid-May. Sales message is mostly in one-minute spots. Timebuyer is Bob Turner.

National Home Study School

Agency: *William Warren, Jackson & Delaney, New York*

Product: CORRESPONDENCE COURSES

Learn at home, says this correspondence school in the radio campaign now underway in five cities around the country. They are Dallas, Chicago, New York, Boston and Philadelphia. Tentatively scheduled for 13 weeks, the campaign consists of five one-minute spots a week. Timebuyer is Stevens P. Jackson, a partner in the agency.

Penick & Ford Ltd. Inc.

Agency: *BBDO, New York*

Product: MY-T-FINE DESSERTS

Primarily for merchandising purposes, the company has scheduled time in about 35 markets. Campaign will be in three flights, totaling 13 weeks. Minute announcements will vary in frequency by market. Timebuyer is Ted Wallower.

Pepsi-Cola

Agency: *Kenyon & Eckhardt Inc., New York*

Product: SOFT DRINK

Beverage firm hits the spot with a sparkling campaign carried on NBC, CBS, ABC and MBS. Scheduled to run from February 3 through October 17, plans call for 218 spots a week to be aired over the full facilities of the four networks. Announcements will be carried throughout the day, and will feature five word, six, 10, 30 and 60-second lengths. Campaign will be in addition to individual air activities of local bottlers. Timebuyer is Dick Trea.

Q-Tips Inc.

Agency: *L. C. Gumbinner, New York*

Product: STERILIZED SWABS

Off and running this month in 21 top markets, the company has scheduled a campaign that will last for 13 weeks. Frequencies will vary from 25 to 40 a week, depending on the market. Minute announcements are being used. Timebuyer is Anita Wasserman.

Randolph Associates

Agency: *Kenneth Rader Co. Inc., New York*

Product: SAVINGS AND PLAN INVESTMENT CONSULTING

Considering it a sound investment, this firm has currently bought in six markets in eastern and midwestern cities. The 13-week campaigns are scheduled to run through mid-April. Minute spots will be employed 30 times a week. ET's are being used with local tie-ins. Timebuyer is David Klein.

Sandura Co. Inc.

Agency: *Hicks & Greist Inc., New York*

Product: SANDRAN

A solid sales foundation is being provided by the floor covering firm with an extensive campaign this month in 25 to 30 midwestern markets. Minute spots are scheduled throughout the day at saturation frequencies. Copy is aimed at the housewife. Timebuyer is Len Soglio.

F. & M. Schaefer Brewing Co.

Agency: *BBDO, New York*

Product: BEER

Beer is brewing this month over several stations in New York and Philadelphia, each carrying 50 minute spots a week. New York campaign is for 52 weeks, Philadelphia for 39. Six additional markets in the northeast will climb on the beer wagon at the beginning of April. Timebuyer is Jackie Moore.

Sterling Drug Co., Inc., Glenbrook Laboratories Div.

Agency: *Thompson-Koch Co., New York*

Product: MIDOL

The campaign presently underway for this pain killer is set to run through the year. Minute spots will be heard three times a week in 12 markets. The copy, directed at women, will be heard on women's programs, aired by women personalities where possible. Timebuyer is Bob Hall.

Watchmakers of Switzerland

Agency: *Cunningham & Walsh Inc., New York*

The watchmakers have decided that this is the right time to make their first venture into spot radio after a network fling last fall. The mid-March campaign will cover 30 top markets for 13 weeks. Minute and 30-second announcements will be aired at relatively heavy frequencies, depending on the market. Timebuyer is Bob Palmer. • • •



WeeReBel, Columbus, Ga., shows replica of Confederate Uniform to Mary Dwyer, time buyer, Kenyon & Eckhardt, Inc., New York.



Have you heard what the WeeReBel said to Kenyon & Eckhardt?

"We have the highest per family income in Georgia."

You'll miss the highest per family income in Georgia, if you don't put Columbus on your schedule. Metropolitan Columbus' family income is $6,855 annually compared to the Georgia figure of $5,002. And 83% of the families in this high-income area own TV sets. They view WRBL-TV the most! Check HOLLINGBERY for availabilities on WRBL-TV and WRBL Radio.

WRBL

TV-CHANNEL 4 • RADIO-5000 WATTS

COLUMBUS, GA.

Represented by George P. Hollingbery Co.



PEOPLE work–play–*LIVE* by RADIO!





WHO Radio Holds a Big Lead in Total Radio Audience in America's 14th Largest Radio Market, Sign-On to Sign-Off!

COOKING or cleaning—she listens to radio. There's no time to *stop* for magazines, newspapers or other media. Radio, and only radio, entertains her, sells her all day long!

She knows responsible, big-audience stations —like WHO Radio—give her the kind of programming she prefers. WHO Radio is *aggressive, alert, alive*—and it takes special measures to see that *each segment* of its vast audience is served with the finest in entertainment, news and special features.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience —first place in every quarter hour surveyed —the balance being divided among 88 other stations!

See your PGW Colonel for all the details on WHO Radio—the believable, big audience station for "Iowa Plus!"

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *Representatives*

washington



Speakers at NAB Convention To Offer Views from the Top

Broadcasters attending the 38th annual convention of The National Association of Broadcasters—at Chicago's Conrad Hilton Hotel, April 3 to 6—will be able to get first-hand views on the international situation and the status of the industry as seen by two top government officials. Secretary of State Christian A. Herter and Chairman John C. Doerfer, of the Federal Communications Commission, are expected to make speeches that will provide valuable insight into matters of importance to all broadcasters.

A highlight of the opening NAB convention luncheon will be the official presentation of the organization's 1960 Distinguished Service Award to Clair R. McCollough, Steinman Stations, Lancaster, Pa. FCC Commissioner T. A. M. Craven's "long and distinguished career" was cited by the NAB's Broadcast Engineering Conference Committee in naming him as the second recipient of the annual Engineering Achievement Award. The conference awards subcommittee, which selected Commissioner Craven, said that he has "measurably advanced the technical state of broadcasting in engineering activities."

Management and Engineering To Operate Idea Exchange

Engineers and management will have the opportunity to present and exchange views at several joint sessions which have been arranged by the NAB and the Broadcast Engineering Conference, which is conducting its 14th annual conclave concurrently with the NAB event.

Opportunities for the engineers to brush up on the latest advances being made in the "tools of the trade," will be provided by the broadcast equipment display. In order to enable conference members to pinpoint their equipment interests, a special 30-minute presentation will be given by Warren Braun, committee chairman and assistant general manager and director of engineering of WSVA-AM-FM-TV Harrisonburg, Va.

SBA Heads Will Focus Attention On Current Industry Problems

When the gavel raps at the opening of the fifth annual Conference of Presidents of State Broadcaster Associations in the Shoreham Hotel, Washington, D.C., at the end of this month, the spotlight is expected to be beamed at "current problems facing broadcasters as the result of governmental and Congressional hearings." Howard H. Bell, assistant to the president of NAB, and presiding official at the conference elaborated on the objectives and goals of the meeting. Mr. Bell said, "Our conference this year will deal extensively with the critical problems which have arisen recently, the responsibility of broadcasters and plans of action for the state associations, as well as for the national association. Our agenda is being planned to afford discussion of the problems by national leaders, and a great deal of time will be devoted to discussions by the broadcasters themselves."

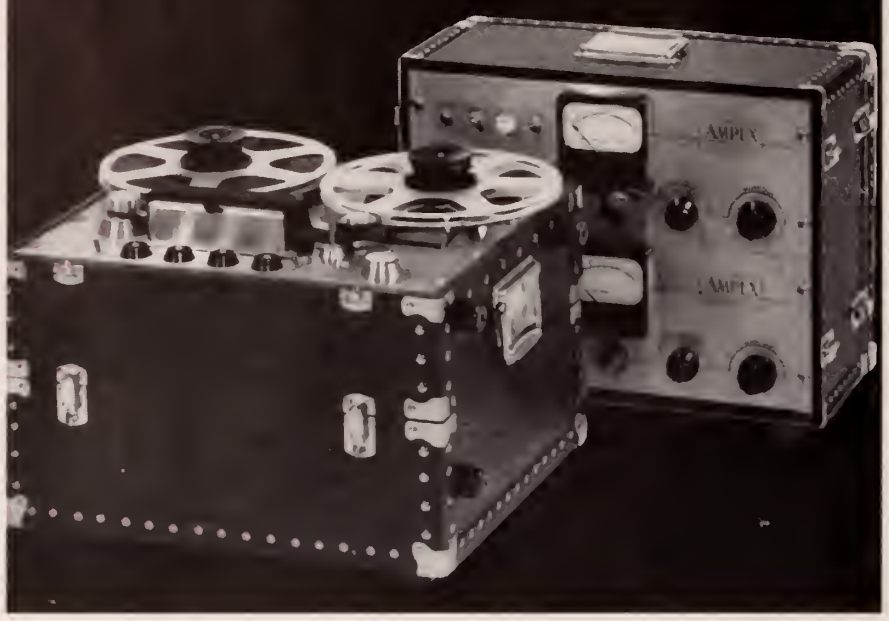
Broadcasters Help Select Voice Of Democracy Contest Winners

Industry figures attending the Washington meetings expect to take time out to attend the National Awards luncheon of the Voice of Democracy Broadcast Scriptwriting Contest. One facet of broadcasting's role as a

(Cont'd on p. 16)

AMPEX 351

STEREOPHONIC / MONOPHONIC



THE STANDARD THAT SAVES DOLLARS

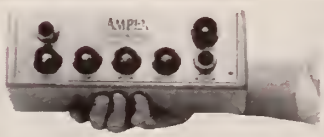
Since its introduction, the Ampex 351 Series has been acknowledged as the *standard of excellence* in professional recorders for the broadcast industry. Broadcasters—and other users with highly critical recording requirements, such as recording studios and educational institutions—will find that the purchase of an Ampex 351 is further justified by these important facts:

The recognized precision and engineering skill which go into each Ampex 351 *guarantees* unsurpassed durability and reliability for a long, dependable life. As a result... *on a cost-per-operating-hour basis, Ampex is the most economical of any recorder made.*

PERFORMANCE SPECIFICATIONS

Note: As professional equipment, the Ampex 351 specifications listed are accurate measurements required by NAB standards and do not incorporate any exaggerated sales claims. These are the guaranteed minimum performance specifications the customer can expect in long-range operation.

Frequency Response:	15 ips ±2db 30 to 15,000 cps 7½ ips ±4db 30 to 15,000 cps ±2db 40 to 10,000 cps
Flutter and Wow:	15 ips—well below 0.15% RMS 7½ ips—well below 0.2% RMS
Timing Accuracy:	Within ±0.2% (±3.6 sec. in a 30 min. recording)
Starting Time:	Full speed in less than 1/10 sec.
Stopping Time:	At 15 ips, tape moves less than 2" after pressing "Stop" button.
Models:	Half track, full track, 2 track sterea (separate erase to each track). Cansale, portable and rack mount.



FULL REMOTE CONTROL

The Ampex 351 Series can be aperated in the relay-salenoid tape motion control unit far Start, Stap, Fast Farward, Rewind and Recard modes from any remate location.

There are 185 Ampex dealers ta serve you. Check the Recarding Equipment listing in the yellaw pages of metrapalitan area directories, ar write Dept. 304 far the name of your nearest dealer.

AMPEX CORPORATION
professional products division

934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

Offices and representatives in principal cities throughout the world.

responsible and active member of the local and national scene, the contest is sponsored by the National Association of Broadcasters and the Electronic Industries Association, in cooperation with the Veterans of Foreign Wars.

Many state broadcaster associations, local radio and tv stations administered the local phase of the contest last fall in communities throughout the United States. High school students competed by writing and delivering orally a five-minute script which had as its central theme, "I Speak for Democracy." A $1,500 scholarship to the college of his or her choice will go to the youthful top national winner.

"Learn-and-Live" Public Service Campaign Posts Impressive Record

The industry's awareness of its public service obligations is also demonstrated in the activities of the 695 radio and tv stations now taking part in the "Learn—And Live" public service campaign. NAB head Harold E. Fellows explains that the program is specifically designed "to help meet the nation's critical need for men and women with knowledge and skill.

"Participating stations are broadcasting programs and messages and sponsoring projects within their communities to further the objectives of the campaign. These objectives are to develop among all Americans a respect for learning and knowledge; to stimulate among young people a sense of the exciting adventure of growing to their full intellectual capacities; to impress upon their elders their duty to guide and support youth in obtaining more knowledge and training, and to instill pride in doing a job well."

One way in which broadcasters have sought to further these objectives, Mr. Fellows says, has been by giving special recognition to outstanding intellectual or scientific achievements of persons in each community. Last year nearly 500 miniature silver "Learn — And Live" keys were awarded to "men, women and young people who, in their own way, have helped unlock the door to knowledge and skill." • • •



WHAT MAKES WXYZ RADIO AND WXYZ-TV DETROIT'S MOST POPULAR STATIONS?*

Meat and potatoes programming for our meat and potatoes audience . . . that's what!

Our hard working *young* audience likes down-to-earth information and entertainment with lots of *zing* . . . a specialty of the young-at-heart stations.

How many do we reach? More than there are in Maine, New Hampshire, Vermont, Rhode Island and Connecticut put together.** They work hard, play hard and will spend more money this year than ever before. Industry leaders say they'll sell more than 7 million cars in 1960. This means our listeners and viewers will earn over 13 billion dollars.*** Better put WXY*Zing* in your advertising plans.

*Check your rating books and see.
**Population of WXYZ signal area: 6,505,500.
***Effective Buying Income: $12,921,160,000.
Source: Sales Management, 1958.

THE STATIONS WITH **WXYZ**ING

WXYZ RADIO 1270 • WXYZ-TV CHANNEL 7 • ABC DETROIT

KIOA

AND Ralph Vogel

IOWA'S TOP RADIO FARM EDITOR

No. 1 by both HOOPER & PULSE

Combine the power of the number one station in Iowa (70 county area Pulse November, 1958) with solid farm programming.

Vogel's wide experience as Farm Director and Assistant Farm Director of other stations in Iowa plus his extensive travel within the state ideally equip him to give his giant audience what they want – and need – and to sell YOUR product to Iowa farmers as you want it sold.

PLUS FAST, FACTUAL, FAIR NEWS

A go-getting Mobile News Unit — AP, UPI and Weather Bureau wires — Police and State Police Short Wave Radio Monitors — Hundreds of News Correspondents all over the country.

THE STATION IOWA LOVES . . . BECAUSE WE LOVE IOWA

SELL IOWA! BUY KIOA!

KIOA

940 K.C. • DES MOINES

JIM DOWELL, V.P. and Gen. Mgr.

Public Radio Corp.

THE NEW KIOA 10,000 WATTS First in Des Moines

THE NEW KAKC 1,000 WATTS First in Tulsa

LESTER KAMIN, President

Get the Low Cost Per Thousand Facts From

ADAM YOUNG, INC.

the Silver Mike



THIS MONTH:

WALLY ERICKSON

Farm Director
KFRE Fresno, Calif.

Farm Radio In Good Hands, NATRFD President Says

"Farm radio is in strong hands and we think 1960 will see further progress in the number of stations carrying programs, in the impact these programs have and in the number of firms who will want to use this specialized type of service."

These are the views of Wally Erickson, 1960 president of the National Association of Television & Radio Farm Directors, and farm news director of KFRE Fresno, Calif. Mr. Erickson contends that "management is increasingly aware of the public service concept, and farm radio over the years has been the epitome of this concept."

KFRE'S farm director for nine years, Mr. Erickson feels that a radio farm program should achieve at least three things if it is to be successful. First, to deliver information to farmers that will help them in terms of dollars and cents. This would include up-to-date marketing data and weather reports. The program should also act as a clearing house on developments that apply to the area being covered and to agriculture in general. Finally, he believes that the farm program should function as a morale building agency, and help give recognition to deserving organizations and individuals.

In order to provide the material for his daily 90-minute broadcasts, Mr. Erickson and his two associates, typical of farm directors, spend a considerable amount of time traveling in the central California area the station services. This enables Mr. Erickson to obtain on-the-spot tape recordings at farm meetings and similar events. It also permits him to inject an informal and more personalized flavor to his broadcasts, which he believes makes for better and more effective coverage.

Active in many organizations, Mr. Erickson has received a number of honors in recognition of his efforts. He is said to be only the second radio personality in 23 years to receive the Honorary State Farmer Degree for "outstanding service to 'Future Farmers of America.'" He has served the NATRFD as secretary-treasurer and vice president prior to becoming president of the organization.

A native of North Dakota, Mr. Erickson was graduated from the University of North Dakota in 1942 with a degree in journalism. His first newspaper job was covering farm events in Grand Forks, N. D. After a four-year period of service in the Navy, Mr. Erickson returned to farm journalism, and had his first contact with farm radio when he joined KMJ Fresno. He came to KFRE in 1950. • • •



The average radio-oriented housewife spends nearly one-fifth of her life — or almost **30 per cent of her waking hours** — listening to the radio.

Spot radio advertisers have 12 times more opportunity to reach housewives than those using newspapers, as these high buying-powered, radio-active homemakers spend only 23.4 minutes per weekday with newspapers!

These and other fascinating advertising and selling facts are revealed in a brand new study made for **H-R** by Market Planning Corp. (McCann-Erickson, Inc.) and published by **H-R** in a colorful brochure as another industry service. Write for your copy of "The Case of the Radio-Active Housewife."

ONE-FIFTH OF HER LIFE

H-R *Television, Inc. Representatives*

"We always send a man to do a man's job"

New York
Chicago
San Francisco
Hollywood
Dallas
Detroit
Atlanta
Houston
New Orleans
Des Moines

"We're a conservative, close-mouthed agency, but let me tell you"...



Mona Lisa
LEONARDO DA VINCI (1452-1519) — Florentine School

K-NUZ is the No. 1* BUY

in HOUSTON...

AT THE LOWEST COST PER THOUSAND!

*See Latest Surveys for Houston



24-HOUR MUSIC AND NEWS

National Reps.:
THE KATZ AGENCY, INC.
- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581

AIMS — Association of Independent Metropolitan Stations

LETTERS TO

Farm Radio

Glad to see the date moved up [on your farm issue from June to February]. (See *New Seeds for Farm Programming?*, p. 23.)

Because farm folks make up such a big part of our total audience, it is important that all of our on-the-air people know and understand the farmer. . . When *National Farm and City Week* rolls around each November, we have several of our people spend a day on the farm.

Clayton Kaufman
Director of Sales Promotion and Research
WCCO Minneapolis

Image Builders

Here's the prospectus outlining our "Image 60" campaign. It reflects part of the thinking of Dr. Norman Young (*Question and Answer*, December 1959):

This year WBCM initiates a rigorous campaign to study our current station image while building and promoting a better one. We will follow two courses: Research into the qualitative and quantitative nature of existing audiences, and a vigorous program of image building.

. . . Research on the local level will include . . . coincidental telephone surveys and selective questionnaire polling . . . a general survey of auto radios . . . the formation of a WBCM consumer-listener panel.

. . . "Image 60" cannot succeed unless we maintain and surpass present high standards of programming and station operation in every area. No image building program can click [without this] any more than advertising of an inferior product can sell goods or services.

D. E. Logan Jr.
Director of Programs and Promotion
WBCM Bay City, Mich.

Plaudits

Thanks . . . for the copy of the write-up on the BPA Convention material (*The Promotion Beat*, December 1959). It was excellently done.

Henry J. Kaufman
Henry J. Kaufman & Associates
Washington, D.C.

Disaster Coverage

I read your article covering the Houston ship fire (*Houston Ship*

THE EDITOR

Fire Triggers Radio Action, December 1959). [We had] a similar occurrence here in Crescent City where radio played a big part.

On December 28, 1959, a tug in the harbor exploded and burst into flames next to a barge containing 800,000 gallons of high-octane gasoline. The potential disaster was great since the 10 square blocks of the city fronts directly on the harbor.

[The explosion occurred at 9:20].

. . . We were issuing sheriffs bulletins less than a minute after it happened. Also, the AP was notified immediately and we scored a 60-minute exclusive for them. . . Our mobile news reporter was on the scene so fast that he was aboard the Coast Guard cutter going out to cut the tug loose when the second explosion occurred at 9:42 a.m. . . . We reported to our listeners immediately the heroic rescue [of the five men on the tug] . . . brought the public an interview with the only injured man . . . from the hospital [and] gave 51 personal interviews to 37 stations.

Sonny Curven
Program Director
KPLY Crescent City, Calif.

Spot Listing

Congratulations to you on the January issue of U. S. RADIO. I feel that it is one of the most informative issues of this popular magazine I have ever seen.

Of particular interest . . . was the article *Spot Radio Moves Up*—especially the review of 1959 spot advertisers as compiled by U. S. RADIO.

I can quickly realize the tremendous amount of work and research that went into the compilation of the list. However, to me it falls just an iota short of being perfect. While you list the accounts and agencies, would it not be possible to break them down in some way to designate the distribution area?

This is the kind of article, in my humble opinion, that is invaluable and will undoubtedly enlarge your already healthy circulation.

Thomas S. Carr
Vice President & Manager of Radio
WBAL-AM-TV Baltimore



My how things change!
Did you know?
In Louisville
ONLY on *WKLO*
people size radio
for family size fun.
Check your latest
Pulse—Nov., check your
latest Nielsen—Nov.-Dec.
and re-check your
audience composition
on BOTH.

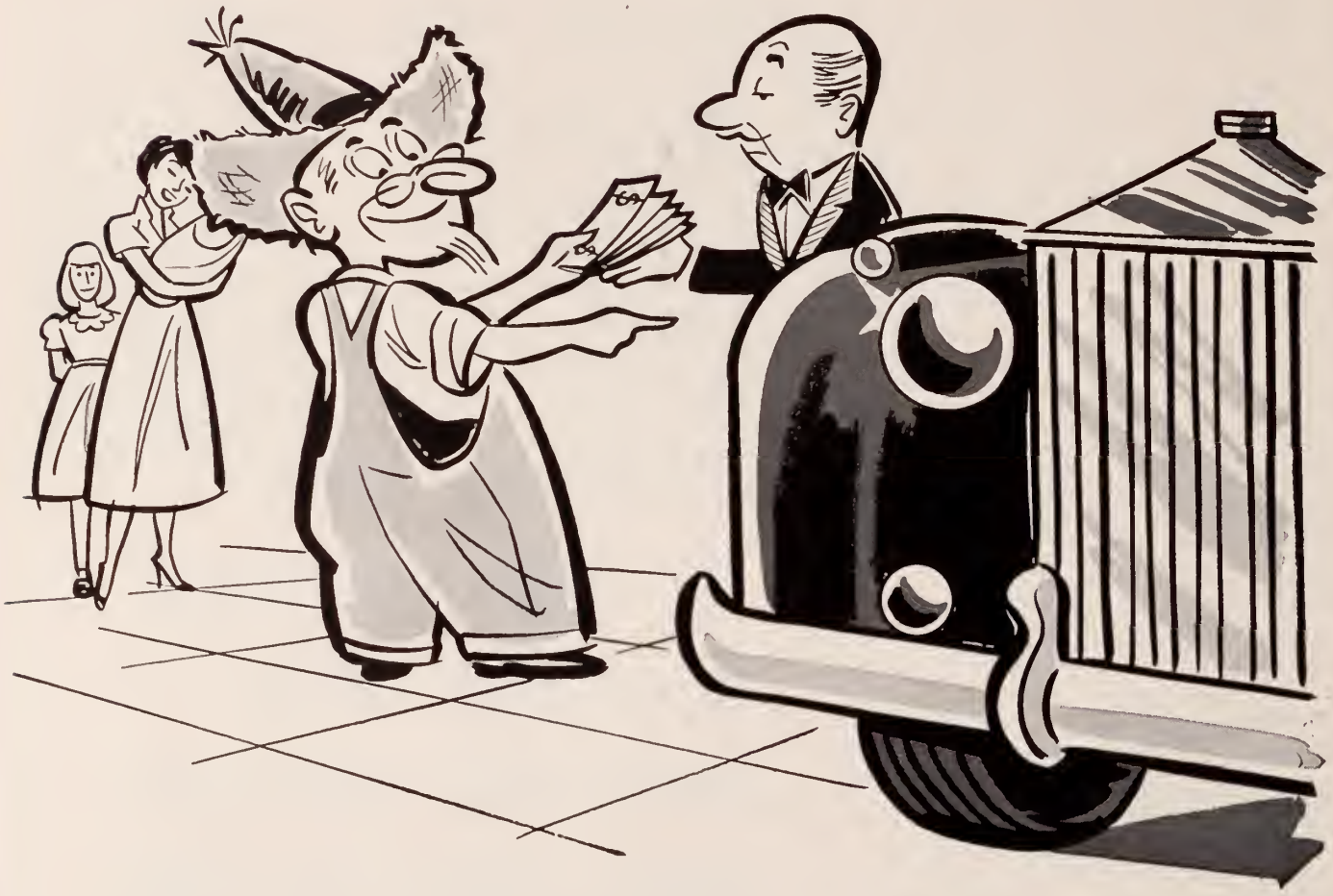
Bill Spencer or Robert Eastman for wonderful details.

SOLD NATIONALLY BY:



robert e. eastman & co., inc.

Now FARGO is No. 1 in the U.S.A., for retail sales per family!



We've been telling you for years that our hayseeds in the fabulous Red River Valley are big earners, big *spenders.*

Now every issue of SRDS points out that Fargo has the TOP position among all American cities, for retail sales per household. *The national average is $3,944 per household . . . as compared to Fargo's whopping $5,970!*

Obviously, some of this buying is done by the thousands of people who drive in to Fargo from "all over." But ALL these people hear WDAY *regularly.* Ask P.G.W. for the facts and figures on WDAY's really amazing place in the entire Red River Valley!

WDAY

FARGO, N. D.

NBC • 5000 WATTS

970 KILOCYCLES



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives



New Seeds For Farm Programming

U. S. Radio's second report on the developments and trends in farm radio and its use by advertisers

Also see:

- **Capsule farm case histories, p. 27**
- **Radio: d-Con's Pied Piper, p. 28**

There are many characteristics that link the agricultural portion of America's economy with radio. But the strongest bond is a word that is synonymous with both—*local.*

Farming is a *local* business that differs by region and section of the country. Crops differ, livestocks differ, incomes differ, demands for farm and consumer products correspondingly differ.

Radio is a *local* business that today—more than ever before—is built to serve the special information and



WELO Tupelo, Miss., an affiliate of the Keystone Broadcasting System, conducts one of its many on-the-scene broadcasts from the farm.



Highlight of his two-week trip through the British Isles, Don Tuttle (third from l.), farm editor, WGY Schenectady, N. Y., interviews on tape the winner of the 1959 World Plowing Matches, held in Northern Ireland. It was aired at home.

FARM RADIO

"Overall growth, acceptance and increase in service are major trends in farm radio. Increases can be seen in the time given to farm shows, in the number of clients and in revenue."

entertainment needs of particular locales. The economy and tastes of a particular area dictate the programming base of a radio station. The types of information, service and entertainment differ according to local factors. The degree of success an individual station achieves is generally dependent upon how well it is able to diagnose and prescribe for the local audience.

This, then, is farm radio: A local medium covering a local business that cumulatively is one of the nation's most vital industries.

In a U. S. RADIO questionnaire survey of farm stations, these observations stand out:

- Farm radio business is up.
- There is a peaceful revolution raging as to whether farm information in programming should be "capsulized" or not.
- The farmer is *not* an impulse buyer.
- But he *is* a buyer of consumer products as well as farm products.

According to questionnaire replies, 1959 was a generally healthy year for farm radio business, with the outlook for 1960 even brighter. (For capsule reports on individual advertiser successes with farm radio, see p. 27.)

Although each station's situation differs, questionnaires show that a majority of farm business is national. The breakdown for the *average* station for 1959 was 57 percent national and 43 percent regional and local. A slight trend was indicated in favor of growing national use in a breakdown for 1958, which showed national business for the *average* station at 53 percent with regional and local comprising 47 percent.

The generally optimistic outlook on farm radio is supported by Bob Miller, farm program director, WLW Cincinnati:

"Overall growth, acceptance and increase in service are major trends. Increases can be seen in the time given to farm shows, in the number of clients and in revenue.

"This is notable because the glamour of television had seemed to overshadow radio in the past 10 years. Yet back in the 1940's in radio's 'heyday,' WLW scheduled about five and a half hours of farm programming a week compared with double that amount at present, and now has a proportionate increase in clients.

"It is significant, too, that the additions in farm programming have been in basic 'strictly farm' shows and well-rounded coverage of news in depth and entertainment geared to the rural population as well as urban."

The overall health of farm radio business is also pointed to by Anthony Koelker, manager of KMA Shenandoah, Ia.:

"With 22 hours of farm service programming weekly, we don't want to expand much more in that direction, but there are times when the temptation is great because it is a highly saleable commodity.

"At times, we have real problems taking care of competitive farm advertisers and treating them equally and fair. We see nothing but an up-



Earl Sargent, farm director, KWFT Wichita Falls, Tex., chats with farmers during his noon-time show, which runs from 12 to 1:05 p.m.



During the annual observance of National Farm and City Week, WCCO Minneapolis has its employees spend time down on the farm. Here, Joyce Lamont, home service director, meets a whiteface Hereford steer. WCCO reports from farm.

ward curve for farm radio sales and service."

And Noel Rhys, executive vice president, Keystone Broadcasting System Inc., a network of 1,090 stations chiefly in rural areas, declares, "Farm radio programs enjoy consistently high listenership for the very sound reason that no other medium furnishes the local farmer with the daily vital statistics he requires in the conducting of his business, just as the investment broker is dependent upon stock listings.

"The farmer has to rely on the local radio station for this needed information and as a result, farm programming is listened to regularly and loyally." More than 900 stations of the Keystone system program to the farmer. Indicative of its faith in farm economics, Keystone estimates that in "the 14 leading agricultural states with the largest number of farms, each state having 150,000 farms or more, it covers 90 percent of the aggregate. The farms in these 14 states constitute 57.1 percent of the total farms in the country."

The increase in farm business is predicated on the generally healthy state of farming itself, although farm income was slightly down last year. According to the U. S. Department of Agriculture, gross farm income for 1959 was running at the rate of $37 billion for the year, based on figures for the first three quarters; net income for the year was running at the rate of $11.2 billion for the year. This compares with the 1958 figures of $38.3 billion in gross farm income and $13.1 billion in net farm income.

It is necessary to point out, however, that the 1958 farm income figures themselves represented a big jump over 1957 gross income of $34.3 billion and net income of $10.9 billion.

At the economic core of farm radio are three component parts: (1) Evidence of consistent radio listening; (2) need and ability of farmers to purchase farm products, and (3) their desire and ability to purchase consumer products.

Radio listening by farmers is well documented. One example is a study by the Research Division, Nebraska Rural Radio Association Inc., conducted for KRVN Lexington, Nebr. With interviews in 166 households in a 100-mile radius, the study shows that all farm households had at least one radio in working order, with an average of 2.4 sets per home. (The number of households is projected to 66,829.)

All farm households, according to the study, turn their sets on every day; 83.2 percent tune in before 8 a.m. During the early morning and noon period, more than 80 percent of the households are listening.

The average farm household listens to radio 4.1 hours per day, the study reports. This closely approximates the research by Radio Advertising Bureau which shows that the average farm family spends three hours and 51 minutes listening to radio every day (see *Change Down on the Farm*, June 1959).

The dollar value of farm expenditures is staggering. Some of the dimensions are illustrated in the special farm radio spot presentation, "Make the Big Reach Even Bigger," which was developed last year by an industry-sponsoring committee. The presentation quotes USDA figures which show that farm operators in 1956 spent $22.1 billion on farm equipment and supplies. The presentation states that farm operators buy more rubber than the big three auto manufacturers put on all the cars they produce in a year. Farm operators are the oil industry's biggest customers. And they also use as much steel as the auto industry puts in four and a quarter million cars.

The presentation further points out that farm family living expenditures, according to USDA, came to $15.7 billion in 1955. This includes food, clothing, cars, appliances, cigarettes, among others. It is important to remember that these figures are four and five years old, respectively. There is every reason to believe these totals have risen substantially since then. In fact, sometime later this year, these data will be altered to accommodate the new Census report.

One of the key issues that faced farm radio last year—and will undoubtedly kick up a lot of talk this year—is the use of shorter segments

FARM RADIO

Shorter segments of information and service to the suburbanite are programming issues at stake in farm radio.



(Above) WLW Cincinnati and its Everybody's Farm help demonstrate U. S. Rubber boots. Bob Miller (l.), farm program director, and Mrs. Jack Conner, wife of the farm's manager, help the three Conner children with the fitting as part of the campaign.



(Right) Howard Lanfitt, farm service director, WJDX Jackson, Miss., prepares to take his portable equipment out in the field for a "live" report.

for farm information programming by a growing number of stations. Although the idea itself has its friends and foes, many stations report giving it a try.

"We are trying a new concept in dispensing farm information," says Bill Burn, sales manager of WDAY Fargo, N. D. "It consists of broadcasting capsule comments (two or three minutes) several times a day and evening. So far it is working very well. Busy as farmers are these days, they know they don't have to listen for long periods of time to get the message. We still maintain our regular farm programs."

Bill Martin, executive vice president of KMMJ Grand Island, Neb., states, "Farm & Home Radio (KMMJ and KXXX Colby, Kan.) made its major changes in farm programming a few years ago. These consisted of streamlining farm information and boiling it down for daily programming into shorter or meaty segments. While just as many—or even more—subjects in the farm field are treated in our farm blocks, we have eliminated time consuming extraneous material. We have continued, however, our policy of a morning farm block from sign-on to 7:45 a.m. and a noon farm block from 11:45 a.m. to 1:15 p.m. during which we give complete farm service."

Can the shorter segments of information serve the needs of the farmer? One of the first pieces of evidence comes from WKY Oklahoma City, which a year ago took its 6 to 7 a.m. *Farm Information Hour* and capsulized its farm news throughout the period, bridging the various segments with music, news and weather. The program is sold in minute participations; there also are five-minute segments available and two-minute capsules (one-minute commercial and one-minute information). The station reports that the entire hour is sold out. Among the advertisers are such major farm accounts as International Harvester, Nutrena, Massey-Ferguson and Taylor-Evans Seed.

"After the format had been in use approximately nine months," states W. J. Willis, sales promotion manager, "one of the national agencies, Aubrey, Finlay, Marley & Hodgson Inc., Chicago, asked us if we would send one of its prepared questionnaires to some 500 farmers, ranchers and dairymen in the state in an effort to determine whether the present format was more acceptable than the former straight farm news format. . . Five hundred questionnaires were mailed, 325 replies were received. We had only five negative reports. All others indicated that the present farm format was most acceptable and that they were listening to farm radio more now than they were a year or two ago."

An increase in demand for shorter segments of information is observed by Layne Beaty, chief of the radio-tv service of USDA. "We are getting continuing requests for one-, two- and three-minute segments. There seems to be a growing demand, in fact, for farm information in general. Requests for our quarter-hour *Agri-Tape*, which can be integrated into local programming, have been rising. We are currently sending out about 113 copies a week compared with between 75 and 80 a week a year ago. It is estimated that the current tapes are actually heard on about 300 to 400 stations because of the further distribution provided by state extension organizations and other services."

In addition, USDA now handles a 13½-minute show called *Agricultural U.S.A.* It is a complete feature

FARM RADIO (CONT'D ON P. 55)



Farm men of WIBW Topeka, Kans. — Wilbur Levering (l.), farm director, and Charles Ross, associate farm director—get first-hand local report.



Jimmy Dunaway (l.), farm director, WSB Atlanta, covers the presentation of the winning awards in the Georgia Hybrid Corn Growing program.



As part of its farm service activity, KMA Shenandoah, Ia., promotes discussion groups and panel sessions on farm problems. It contributes the air time, the farm service department and this 700-seat auditorium.



George Stephens (l.), farm director, KCMO Kansas City, Mo., chats with representatives of the Burns-Skiller Cattle Co. at the city's stockyards; KCMO's farm department, located in the nearby livestock exchange building, puts the station near the hub of the area's activity.

Farm Radio Advertiser Case Histories

EQUIPMENT & SUPPLIES

International Harvester — Three IH implement dealers in the area of KMA Shenandoah, Ia., pooled their advertising money last September and October to sponsor five weeks of the 7 a.m. news three days a week. The 15-minute program put emphasis on the 34-HM-20 corn picker, selling for $1,295.

At first, IH area salesman, Jack Niles, estimated that at least 40 pickers were sold. This led Cecil Hamilton, KMA sales manager, to make a spot check of eight IH dealers in the primary area. He found they had sold 127 new pickers (plus 148 used pickers) with a large percentage of the buyers mentioning the radio advertising.

KMA conservatively estimates that this traffic represents over $250,000 in sales from these dealers in the primary area, not counting the many other dealers in the coverage pattern. Total cost to the sponsoring dealers was $780. In its own advertising, IH sponsors a five-minute segment of the KMA morning farm show five days a week between 6:45 and 6:50 a.m. throughout the year.

International Harvester — A local IH dealer bought a three-week schedule of minutes on WIBW Topeka, Kan., at 5:59 a.m. for its "Charlie Ross Special," named for the station's associate farm director who did the spots. More than 18 announcements were used during the three weeks. WIBW reports that the dealer sold 16 pieces of used farm machinery, three to farmers living more than 75 miles away. Total budget was $150, placed direct.

Homelite, a Division of Textron Inc.—Homelite Chain Saws were first heard on WSB Atlanta in fall 1958. A campaign of five 1-minute early morning announcements for eight weeks was used to introduce the Zip chain saw. The pattern of the campaign was two weeks in, one week out, two weeks in, spread from September through November. Gene McClellan, Homelite district sales manager, reports that the results of the drive were successful to the point that radio was selected again to introduce the 1959 model, the Wiz.

The length and pattern of the second campaign was identical with the first, except for the time of the year (March through May). This

CASE HISTORIES (CONT'D ON P. 58)



Radio: d-Con's Pied Piper

Having used farm radio to introduce product, rodenticide firm finds medium warrants getting 75 percent of total ad budget by doing successful, consistent selling job



Ever since the Pied Piper of Hamelin packed up his pipes and took off for parts unknown, farmers have been searching for allies in their battle against rats. The nation's rat "bill" is said to be millions of dollars each year. Radio —farm radio in particular—appears to play an important role in combating this problem.

One of the most effective of the modern-day Pied Pipers is the d-Con Co., a member of the Sterling Drug family. This "piper" has been using farm radio to the tune of 75 to 80 percent of its total advertising expenditure each year since the product was marketed in 1951. (U.S. RADIO estimates the firm spends over $500,000 a year in radio.)

d-Con is currently running spot campaigns in 312 farm markets over 321 stations. The firm has also been buying segments of the *Grand Ole Opry*, the *National Barn Dance* and a few other local farm programs.

"Farm radio was the only medium used to test the market for this rodenticide when it was first introduced," Frank A. Corbet, d-Con's president, explains. "A small number of test spots were used to tell the story of this new product, and the listeners were requested to send orders in directly to the company. Using no other form of advertising," Mr. Corbet continues, "the response was so great that within two weeks orders poured in at a rate that taxed the production facilities of the plant. Radio got this company going, and it is still our most important medium."

"One of our most important tasks," Hamilton Hicks, the firm's educational director, says, "is to inform and educate the farmer in the proper use of our rodenticide." To accomplish this aim, Mr. Hicks devotes a considerable amount of his time to travel and being interviewed on the air by farm directors. "For the most part," Mr. Hicks says, "these interviews are purely educational. We try to pass along the latest information about the rat problem, and how the farmer can most effectively get rid of these pests." Although Mr. Hicks carries on his educational program all year, he concentrates on the fall and winter months, when the problem of rats on farms is at its height.

d-Con's radio advertising philosophy hews closely to the line followed by the firm's education department. Although there have been indications that some farm stations are seeking to broaden the scope of their programming with music and other entertainment and information segments, d-Con only makes spot buys on straight farm shows.

"We found that we get our best results with programs that are de-

signed to inform rather than entertain the farmer," explains Robert W. Hall, radio and tv buyer for Thompson-Koch Inc., New York, d-Con's agency.

"We concentrate our spots in the early morning and noon-time slots, since these are usually the segments devoted to farm news, market data and other 'use' material for farmers."

Mr. Hall also says that the frequency of the d-Con spots varies with the individual market, with three to 12 announcements a week being the average. d-Con places its heaviest blanket of spots in five key states—Illinois, Missouri, Ohio, Indiana and Iowa—which represent the heart of the nation's corn belt.



d-Con's management group is seen meeting with its agency people. They are examining a marketing map outlining sales by area vs. expenditures on local farm radio shows in planning their 1960 radio schedules. Seen (l. to r.) Bill Madill, vice president, Thompson-Koch, the d-Con agency; Bob Hall, agency media director and timebuyer; Frank A. Corbet, company president Walter C. Camas, d-Con advertising manager and Hamilton Hicks, Jr., educational director.

Primary Objectives

One of the primary objectives of the educational and advertising programs, Mr. Corbet points out, is to explain d-Con's properties and its use, both of which are said to differ from most other rodenticides used on farms.

"d-Con's active ingredient," Mr. Corbet explains, "was discovered by Dr. Karl Paul Link of the University of Wisconsin. It is an anti-coagulant similar to those that are widely used by the medical profession in the prevention of blood clotting. Dr. Link's experiments indicated that, paradoxically, this anti-coagulant which is used to help save human lives, had properties which made it an excellent rodenticide, when properly used."

The first commercial application of Dr. Link's discovery was made by d-Con which mixed the ingredient, called Warfarin, with a grain type of bait. Since Warfarin is tasteless and odorless, Mr. Corbet says, it became possible to develop a mixture which would not create "bait-shyness" on the part of the rats. When the rodent is exposed to multiple dose feedings of d-Con over a period of five to 14 days, the formation of prothrombin is inhibited and causes capillary damage. Mr. Corbet states that death is caused by shock due to loss of blood.

"Since a single ingestion of d-Con has little or no effect," Mr. Hicks declares, "this rodenticide has a built-in safety guard. If a child, a pet or a farm animal accidentally does get a dose of the mixture, it is unlikely that any harm will be done." He also mentions that the neutral flavor and odor of d-Con makes it possible to use a mixture which is strong enough to compete with the odor of corn and other foods for the attention of the rodents.

The firm's advertising program is built around pointing out the advantages of the product, and the importance of multiple feeding. Copy for the radio spots follows these general points.

"In 1957, when Sterling Drug acquired d-Con," William Madill, Thompson-Koch account executive, states, "most of the spots consisted of three-minute and one-minute ET's. However, we found that the three-minute length was too long to hold a busy farmer's attention. We also came to the conclusion that the one-minute ET's didn't get the story over with maximum impact."

Live Commercials

A decision was made to switch to live commercials, Mr. Madill says. Two types of copy are employed. One is a 52-second announcement with the copy line stressing an endorsement from a satisfied user, and eight seconds devoted to local dealer tags. "The dealer names," Mr. Madill states, "are supplied by d-Con brokers. We have found that these tags are effective for two reasons. Naturally, it tells the listener where he can purchase the product. However, it has also proved to be very good for our dealer relations, since everyone enjoys hearing his name broadcast over the air."

The second type of d-Con spot commercial employed is a straight, non-technical live announcement explaining the product's chief features. Here is a sample of the copy used in a one-minute spot:

Friends, when you have a rat problem, then you know that a rat bait is only effective when the rats actually eat it. If you've wasted your time and money on baits that rats won't eat, listen to this. In demonstrations at county fairs all over the country, millions of people actually watched rats eagerly eat d-Con—the world's best rat-killer! Yes, rats just can't resist d-Con's

exclusive LX 3-2-1 formula —eat d-Con hungrily—yet never suspect it's bait and that each bite puts another nail in their coffins. d-Con, used as directed, is safe to use around small children, pets, poultry and livestock, yet it is guaranteed to keep your property rat and mouse free! Remember, a rat bait is only effective when rats eat it. And millions of people have seen for themselves how rats hungrily eat d-Con—the rat killer that outsells all others put together! So insist on d-Con, spelled d dash C-O-N, d-Con.

Where possible, d-Con prefers that its announcements be made by the station's farm director. The reasoning behind this, d-Con's advertising manager, Walter Camas, says, is that it helps personalize the message. It also permits the farm director to present the d-Con story in a manner and language which is familiar and sits well with the local listening audience. Since farm directors maintain such a close contact with their listeners, the live commercials permit d-Con to take advantage of this accurate local slant.

Farm Director Important

Tapping the local station farm director's knowledge of his listening audience has become increasingly important, Mr. Camas believes. "Farmers and farming have been undergoing major changes in recent years. In many areas the farmer is closer to being a business man, and a fairly substantial one at that, than the traditional and not wholly accurate image that most people still carry about with them. Farm stations, in general, have kept pace with the farmer's growth and his need not only for more information, but for new types of information."

The upgrading of the farmer, Mr. Camas says, varies in each area. The farm station, therefore, must keep close tabs on its market to make sure that the material it presents is abreast of the changing local patterns and conditions. In view of these conditions, d-Con believes that its message can be most accurately pegged when presented live by the farm director; and to a much greater degree than any ET or rigid copy that does not permit the director to lend the weight of his personality and knowledge of the market.





d-Con Stimulates Station Activity

In order to stimulate and give recognition to farm stations that provide merchandising assistance to support the firm's advertising campaign, d-Con instituted a "Fact Trophy" award. During the eligibility period of the first competition last year, over 90 stations supplied entries. Seen are two examples described by d-Con as typical of the type of activity created as a result of the award competition. KFH Wichita, Kans. (l.) installed a product window display in the lobby of its building for three weeks. It is estimated that 1,500 people daily saw the display. WGBF Evansville, Ind. (r.) devoted the space on its highway sign for 14 days to a d-Con message that was seen by thousands of autos.

d-Con's radio plans for 1960 will follow the successful pattern of recent years, Mr. Camas states. Fully aware of the importance of the merchandising support provided by farm stations, the firm is also continuing with a promotion designed to stimulate and reward these activities. d-Con will present its Fact Award to the station giving the most merchandising assistance to the company in 1960.

Annual Competition

"We conducted our first Fact Award competition last year," Mr. Camas explains, "and got such a good reaction that we will continue with it as an annual event. As an indication of the appeal the award appears to have with farm stations, we sent out the first announcements in mid-October and by the time the eligibility period closed at the end of December we had over 90 stations which had submitted material outlining their merchandising efforts for d-Con."

As an example of the type of entries that were submitted, Mr. Camas described the efforts of KXL Portland, Ore.

"The station used a billboard facing a busy Portland street that had an estimated daily circulation of 6,400. The copy carried a station message and played up 'Featuring d-Con Rodenticides.' A total of 350 copies of a display card was sent to our primary outlets, 100 feed and seed stores, 100 hardware stores and 150 grocery stores.

"The card prominently displayed a d-Con ad, and suggested that the retailers 'hear the pre-sell on KXL.' To round out its promotion, the station ran a full-page back cover ad for d-Con in *TV Prevue*, a local magazine with 50,000 weekly distribution through a grocery chain, and another advertisement in the official publication of the Oregon Food Merchants Association." • • •

Radio On A Specialized Diet

Dannon yogurt custom packages radio campaigns, as to copy and frequency, to meet demands of individual marketing areas



Irwin Zlowe, president of the agency that has handled the Dannon account since 1942, pours over radio schedule with media director Pauline Mann. In buying time, they will concentrate on a fixed audience, vary the time of day and theme of the copy to fit the market.

If there is such a thing as formula advertising, Dannon yogurt and its agency, The Zlowe Co., New York, aren't aware of it. Last year the product was advertised in three different cities. And in each market, it was advertised a little bit differently.

During that 12-month period, Zlowe placed 4,000 one-minute spots in three markets for Dannon. And, for the second year in a row, the yogurt company showed a 30 percent increase in sales.

"Our advertising budget in all media will be up at least 20 percent in 1960," states Irwin Zlowe, president of the agency. "While we may experiment with other media, radio will continue to be our basic medium. And we will continue to give each market the individual attention that has worked successfully for us during our 18 years with Dannon."

Special Treatment

There are a trio of reasons why Dannon's three markets, Boston,



4,000

One-Minute Spots

52 WEEKS

Year Round Campaign

COPY APPROACH

Tailored For Each Market

Philadelphia and New York, each get special treatment, Mr. Zlowe says.

First, the market for yogurt in each city is in a different stage of development. Dannon was introduced to Boston only last November. The product is going into its third year in Philadelphia. After 18 years in New York, the market is fairly well advanced.

Secondly, Dannon was faced with different market conditions when it introduced the product into the cities. A market for the product did not exist in New York. In both Boston and Philadelphia, competitors had already created a small market for themselves when Dannon arrived.

Thirdly, Zlowe was able to apply its previous experience to each of the markets. The experience it gained in New York has affected its decisions in Philadelphia. Similarly, the patterns it has followed successfully in New York and Philadelphia are being applied in Boston.

For example, when Dannon went into Boston four months ago, the agency had already developed, from its experience in New York and Philadelphia, a concept its media director, Pauline Mann, sums up in a succinct phrase—"repetition in a fixed position."

Saturation Advertising

This means saturation advertising to the same audience all year round. "We'll sacrifice the larger audience," says Mrs. Mann, "to concentrate a greater number of impressions on a constant group. We use this approach in all our Dannon markets."

As applied to Boston, it has meant 41 one-minute announcements over two stations. In Philadelphia, it means 30 one-minute spots a week over a single station.

The individual market situation determines to whom the commercials will be directed, and therefore the time period the announcements will be aired. Mrs. Mann explains, "When we're offering a new food product, we have to sell it to the housewife first. In Boston, we are doing an educational job—explaining what yogurt is and what its merits are. In Philadelphia, we're one step further. Our audience has heard about yogurt and we have developed our distribution set-up. Here our aim is to get the customer to the store to try a container.

"In both cases, however, our audience must be sold for the first time. And it's the housewife we must reach first."

In both cities, time is bought throughout the day, with equal emphasis on weekends, for 52 weeks.

The situation in New York is more advanced. A market for the product already exists, primarily among the women of the house. "In order to increase our market," Mrs. Mann declares, "we must go after other members of the family."

Time is bought in New York, for example, when it can reach both men

and women. Prime news-time spots and news adjacencies are used in morning, evening and traffic time. And, as in all markets, the agency insists on full minutes.

New York is also allocated the largest share of the budget, which last year amounted to an estimated $275,000. This permits a heavier use of air time in the spring and summer months, when yogurt is most in demand. The spring budget, in fact, is double that used in winter, the agency says. The result is a pattern of seasonal advertising in which "the budget follows the sales curve."

Budget Concentrated

In line with this reasoning, Dannon carries eighteen 60-second announcements on two stations in New York through the middle of February. The larger share of the budget is spent between mid-February and mid-June. At the peak of the season, Dannon carries about 50 spots over at least six stations in the New York area.

"However, there is not a week in the year," Mr. Zlowe says, "that we're off the air. While our New York budget allows us to increase our advertising when spring comes, we do not consider an increase at the sacrifice of consistency. It is to this facet of our advertising policy that we attribute a rounding off of the peaks and valleys in Dannon's sales charts that we've seen occurring. People are buying more yogurt all year round. We feel this is a direct result of our 52-weeks a year advertising policy. It is one of the most satisfying developments in Dannon's sales pattern."

Constant Copy Factors

Two copy factors remain constant in all markets, Mr. Zlowe says. "The first is the quality story Dannon has to sell. Only pure concentrates are used in Dannon flavored yogurts. Only pure fruit preserves are used in the fruit yogurts. This is one example of the care and considerations that go into Dannon products."

Secondly, Dannon is sold as a delicious food staple. "At one time, Dannon was advertised as a health food," Milton Sutton, vice president and creative director at Zlowe, says. "Now the copy emphasizes the dietary advantages of yogurt, its use as a food staple and its flavor. (There are now six — plain, orange, strawberry, vanilla, pineapple, and prune whip.)

"The amount of interest in diets, from doctors' conventions to women's bridge games, is phenomenal. The theme is a natural for our product. So emphasis on the diet is a key point in our copy."

The copy approach, however, is also affected by market conditions. Mr. Zlowe declares, "We write our commercials with our audience in mind. This means accommodation to fit the sophistication of the market. In addition, there may be differences in the different cities. Bostonians and Philadelphians tend to be more conservative than New Yorkers. We take this into consideration, too."

The variations can be seen by comparing the commercials in the three cities. "In Boston," says Mr. Sutton, "the copy is very basic. We use a question and answer commercial, since it is a technique that most easily lends itself to basic explanation."

Typical Commercial

A typical commercial runs like this:

Here's your one-minute Dannon quiz:

Question: What's the best way to stick to a diet?

Answer: The Dannon Yogurt way.

Question: Just what is Dannon Yogurt?

Answer: It's a cultured milk food that's smooth as custard. Made from fresh homogenized cow's milk—but half the butterfat is removed, and famous Dannon cultures added...

In Philadelphia, a glamour approach is used . . . "it's the best way to foil the hungry feeling that creeps up on you between meals." The theme is carried out in the following message:

Here's your one-minute Dannon quiz:

Question: What are the three things you need to follow a diet successfully?

Answer: To follow a diet successfully, you need first —a scale, second—willpower. And third—is knowledge of the facts. Now if you have the scale, Dannon Yogurt can help you with the willpower and the facts. Dannon, you know, is the thing for dieting. Gives you the benefits of milk, but far less calories. Yes, it has far less calories than milk—but is much more satisfying . . . it's the best way to foil the hungry feeling that creeps up on you between meals. And those famous Dannon Yogurt cultures really do wonders for you. You'll find a smart new way to slim down in Dannon's new 44-page booklet called "Dieting to Reduce." Brings you the latest facts now accepted by medical authorities—It's scientific, but simple and sensible. Now this 44-page booklet is your free, compliments of Dannon Yogurt.

Yogurt: A European Import Goes Over Big In U.S.



Joe Metzger, co-founder of Dannon Milk Products, Inc. and now Chairman of the Board, sits down to lunch with his son Juan, the company's president. Their daily luncheon menu, at the company's Long Island City plant, includes Dannon yogurt, a cultured milk food with the butterfat removed. Yogurt, an every day European food, was unknown to American markets when the elder Metzger and Daniel Carasso, son of the founder of the Dannon Yogurt Co. in Paris, opened their factory in 1942. They went after three segments of the New York market to start with: the health food enthusiast, the European-born and the American who had eaten yogurt in Europe. Now they advertise to the diet-conscious American public in three markets, and will spend an estimated $300,000 in radio in 1960. Dannon was recently purchased by Beatrice Foods, and is now run as an independent subsidiary with headquarters in Long Island City.

"Dieting to Reduce" has pulled, according to Mr. Sutton, "a tremendous number of responses."

And in New York, after 18 years of advertising effort, the company is selling a known product. A current example shows how the agency assumes a prior knowledge of the product:

Whenever doctors get together in a convention, the subject of weight almost always comes up. We are told again and again that the average American is carrying around too many pounds for his own good. And lots of people have decided to do something about it. That's why you see them picking up yogurt at the local food market . . . That trim, new figure you see in the mirror will be yours. You'll be glad you decided to keep young with yogurt.

After 18 years of experience with a single product, doesn't a pattern develop? "Yes," says Mr. Sutton. "We plan to go into Boston with our Philadelphia commercial next year. And we look to the time when our Philadelphia market has developed sufficiently to enable us to use our present New York approach."

Developing a Pattern

"We hope," concludes Mr. Zlowe, "we're developing a pattern that we can follow when we go into any new city. However, any plan we follow must be adjusted to our evaluation of the particular marketing situation we find. No market stays the same forever. And when it changes, our radio advertising will keep up with the new conditions." • • •



Report on new packaged radio program services. Trend can be seen in greater offerings of talk and interview shows



What's New In

Newly-packaged capsules of radio programming material for station consumption are currently making their way around the country.

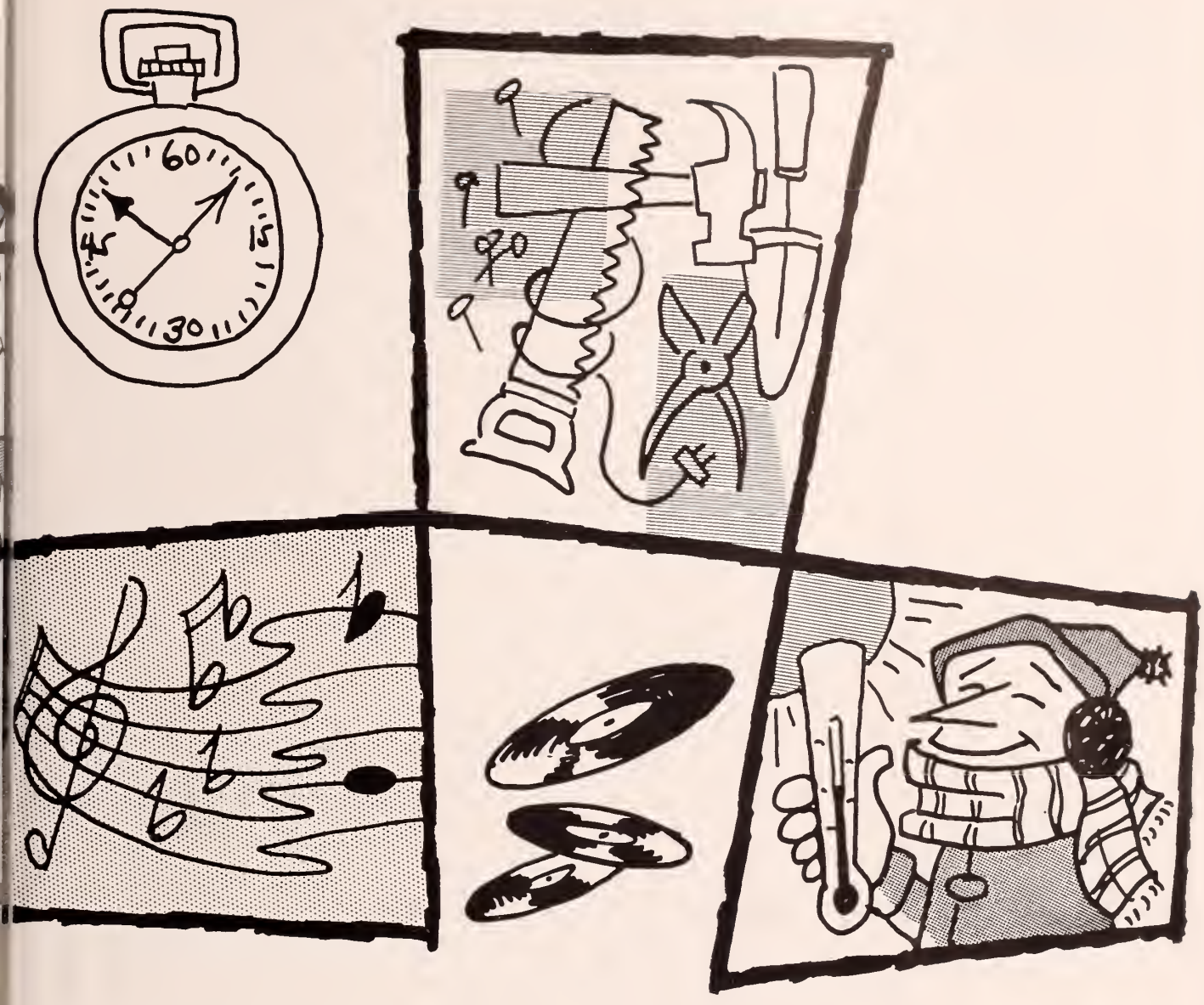
These program services mirror the complexion of radio today: There is material for disc jockey chatter, talk and interview programs, sound libraries to tone up station programming and showcases for selling messages.

With the emphasis today on tight production in programming, the newly-packaged material is short in length so that it can be easily integrated into existing schedules. In general, a long packaged program today is considered to be five minutes, less time for opening and closing announcements. Most of the material offered is in minute capsules or less.

Although a majority of the new material emanates from firms that have been doing business for years, it is significant that a fair share of it comes from new entries into the field of syndicated radio services.

Here is a rundown of some of the recent offerings:

- Richard H. Ullman Inc. has expanded "The Big Sound" library as the package enters the second year. Currently being distributed in over 200 markets, it features top movie and show business personalities doing everything from time, temperature and weather introductions to



Program Services?

thoughts for today. Included in the material are modern sound effects like the take-off of a missile.

- Lang-Worth Feature Programs Inc. recently introduced a new package of "Special Selling Season Shorties" composed of 397 selections for year round use. What is special about this package is that it "showcases" the commercial message by surrounding it with complete but short arrangements of standard and popular music.
- RCA Syndicated Programs is planning distribution of a five-minute sports show with Jackie Robinson. In addition, the company has in the talk stage another five-minute series that would deal with medical advice and news.
- Program Development & Research Corp., a new entry, is packaging a monthly service of capsule programs, approximately one minute long. Called the "Informacast," the service provides researched scripts on various subjects (e.g., auto care, gardening, health) that can be inserted anywhere in the regular schedule.
- Harry S. Goodman Productions is distributing a one-minute talk show, *Young Hollywood*, which features interviews with stars on location in their homes or at

preview showings. The package consists of 25 one-minute capsules a week.

- Trand Associates, a comparatively recent entry, is packaging five-minute talk and interview shows. Its first show, *Celebrity Talk* (Maggi McNellis), is reported on about 302 U. S. stations plus 180 outlets of the Armed Forces Radio Service. Among other Trand shows are *This Is Zsa Zsa* (Zsa Zsa Gabor), *Decorating Today* (Virginia Graham), *Ladies First* (Anita Colby and Ilka Chase), *Time Remembered* (Westbrook Van Voorhis) and *News Analysis of the Week in Review* (John Cameron Swayze).
- Nemrac Recordings is producing a children's show, *Flight Into Fantasy*, as well as a comedy show, *McNaughton & McGonagle*. While the humor series comprises short takes of one minute and 30 seconds in length, the moppet production hopes to buck the capsule trend and is being offered in 30-minute segments.
- Public Affairs Radio Inc., formed this year, is an independent company that intends to produce and distribute news and public affairs programs to radio stations throughout the country. The first production is a 15-minute survey of business and finance that will be recorded in New York's financial district. It will be available to stations for Saturday or Sunday broadcast.

'Big Sound'

In "The Big Sound" library being distributed by Richard H. Ullman Inc. of Buffalo, N. Y., and New York, two new features are being added to this year-old package. One is *Memo to Mary*, a letters to the lovelorn series, and the other is a contest of the month, syndicated promotion ideas.

With the "Big Sound" in its second year, it is being heard in over 200 markets. Stars International, Hollywood, is the producer; Ullman distributes it in the United States and All-Canada Ltd. north of the border.

The second-year production package includes musical bridges, modern sound effects, one-liners (anecdotes), show-stoppers (spoof on station executives) and jockey shorts (light material for disc jockeys). In addition, some of the key features of the first-year package will be continued. These include open-end station breaks, time and temperature introductions, thoughts for today, baseball and football promotion spots, weather introductions and comments.

Stars

In all "Big Sound" material, the voices are those of Hollywood and show business stars. A station that subscribes receives an initial package of 12 discs; each month it then receives five discs and four tapes. The first-year series covers 11,823 promotion tracks, using the voices of 427 stars.

Cost of the "Big Sound" is based on a weekly fee and ranges, according to the size of the market, from $15 to $200. Major markets are on a one-year contract and smaller locales on a two-year pact.

Lang-Worth Feature Programs Inc., New York, is producing a package called "Special Selling Season Shorties," which offers 397 selections for year-round use.

The idea behind this package is to offer a showcase for a commercial by providing short arrangements of standard and popular musical selections. The length of the "shorties" vary from 35 seconds to two minutes. The package comprises 350 standards for use during holiday seasons throughout the year as well as 47 Christmas tunes.

RCA Syndicated Programs is readying distribution of the five-minute sports show called *Jackie Robinson's Sports Shots*, featuring the former baseball star. The show is a five-a-week series that will cover all sports, presenting news interpretation, guests and interviews.

The company also is talking about producing a new five-minute series on medical advice and news. This, too, would be a five-a-week show.

The monthly "Informacast" service is being made available by Program Development & Research Corp., a division of Photography Publishing Corp., and Zang Golobe, vice president of Select Station Representatives Inc., New York. The researched material is prepared in script form of about one minute in length. Each script is categorized by subject matter so that it can be arranged in a binder that is provided. Subjects covered include a wide range of topics—auto care, cooking, gardening, health, money management and household hints, among others.

The "Informacast" service offers a basic library of 250 scripts, which is augmented by 50 new ones each month. There are bonus "Informacasts" during the year to cover special events. A leather-covered binder with dividers for the separate categories is also part of the basic service, which is made available on an exclusive basis to one station in its primary area.

Suggested Service

A suggested way in which stations can use the "Informacast" service is by having, for example, a local drug chain sponsor the health scripts or a hardware store taking the gardening hints.

Subscription rates for the service are based on U. S. Census population figures. According to the rate card, the cost varies from a low of $20 a month in cities of under 50,000 pop-

Stepped-up activity in new radio program services shows greater offerings of talk and interview shows. Emphasis also is seen in using voices of stars

ulation to a monthly high of $75 for cities of over one million in population. In cases of multiple station ownership, a discount of five percent is allowed for each additional station up to 20 percent.

A trend towards greater use of talk shows in station programming is observed by Harry S. Goodman Productions, New York. The company reports that "stations are showing an overwhelming interest in talk and interview shows of one minute in length."

One such Goodman program that is currently in distribution is *Young Hollywood*. Dick Strout, radio reporter, interviews stars on location in their homes and at previews.

Subscribing stations are provided with 25 one-minute programs per week. The Goodman organization is the distributor; Celebrity Management Corp., Hollywood, is the producer.

'Celebrity Talk'

Trand Associates, New York, a relatively recent arrival in the program packaging field, started with one 5-minute show, *Celebrity Talk*, featuring interviews by Maggi McNellis, and has since added five more—*Decorating Today* with Virginia Graham, *This Is Zsa Zsa* with Zsa Zsa Gabor, *Ladies First* with Anita Colby and Ilka Chase, *Time Remembered* with Westbrook Van Voorhis and *News Analysis of the Week in Review* with John Cameron Swayze.

Celebrity Talk is heard on 302 stations plus 180 outlets of the Armed Forces Radio Service. Miss McNellis conducts impromptu interviews with prominent personalities from all walks of life. These are taped and mailed to stations.

The latter show represents a departure from the five-minute, five-a-week format; it is a once-a-week, 10-minute show.

Trand programs are offered to stations on a fee basis; some are sold for as little as $2.20 and others for about $10.

It is the intention of Trand, according to Dudley C. Andrews, Jr., president, to offer a total of six 5-minute shows which will be offered as a package to radio stations, covering interviews, decorating hints, teen talk, sports, news analysis and news for women.

Nemrac Shows

Nemrac Recordings, West Islip, N. Y., is packaging a children's show, *Flight Into Fantasy*. The star of the 30-minute program is a good-natured robot named "Nemrac." The show is described as a "musical and informative journey into the realm of fact and fiction." Led by "Nemrac," the children take sound journeys to lands of the past, present and future with a stop, of course, at Birthday Island. The weekly taped program is being offered at $10 a tape on a minimum 13-week agreement.

Another show currently being put together by Nemrac is a humor series called *McNaughton & McGonagle*, a taped comedy routine in one-minute and 30-second segments.

The comedy vignettes are written by Harry McNaughton, veteran performer of the series, *It Pays To Be Ignorant*. There are 25 vignettes to a half-hour tape.

The increased interest in "talk" shows is evidenced by the newly-formed Public Affairs Radio Inc., New York. The firm was organized by Guthrie Janssen, president, who was a news correspondent for NBC from 1941 to 1947. The first effort of the new company is a 15-minute survey of business and finance that is designed for weekend airing, either Saturday or Sunday.

Local Sponsorship

The show will include reports from the stock markets, features and interviews with investment authorities. The series, recorded in New York's financial district, is open to local sponsorship.

Public Affairs Radio also will offer to stations a daily voiced service giving 50 seconds of the day's final business and financial news direct from Wall Street. Each report will be custom-tailored to the individual station and community interests.

The services of Public Affairs Radio are expected to be expanded as rapidly as possible to include other direct-voiced news reports (both domestic and overseas), discussion of public issues, coverage of public events and other public affairs programs.

Mr. Janssen declares that it is the company's intention to make available to stations a selection of quality voiced public affairs programs in a variety of lengths, styles and formats.

The current wave of activity in new packaged radio program services is paralleling the interest and desire by stations to alter continually programming matter in an effort to make their sound an effective voice in the community • • •

question and answer

An Event To Watch For

On March 30, the Radio & Television Executives Society stages a major radio session designed to produce answers to many radio questions. Station men are urged to mail in questions to U. S. Radio by March 1 (see below)

This month's *Question & Answer* feature is a departure from the usual format of having agency or advertiser executives answer a radio question. And yet it is written as a forerunner of an event that in itself will provide ad world *answers* to radio *questions*.

Why do some national advertisers swear by radio?

Why don't others use more of it?

These are some of the *questions* on which *answers* will be sought on Wednesday, March 30, at the monthly Roundtable luncheon of the Radio & Television Executives Society, held at the Roosevelt Hotel, New York.

In probing and exploring some of the "why's" and "how's" of radio use by major national advertisers, the RTES Roundtable will be presenting its first major radio luncheon in a great while. Responsible for putting the agenda together are Al Shepard, sales manager, Select Station Representatives Inc., and Ed Reynolds, assistant director, press information, CBS, co-chairmen of the monthly Roundtable Luncheon Committee.

Matters of interest to advertisers, agencies and buyers of radio time will be studied. Speakers, as yet unannounced, will be chiefly advertisers, plus representatives of radio station management.

Radio stations across the country are urged to send in pertinent questions that will be answered at this session. Mail them to U.S. RADIO, 50 W. 57th St., New York 19, N. Y.

The premise that underlies the forthcoming session is that "radio is a primary medium capable of performing a basic sales job for an advertiser," state co-chairmen Shepard and Reynolds.

"There is no marketing or sales problem that cannot be solved with effective use of radio advertising."

The session is aimed at promoting the interests of all radio—spot and network.

In addition, the use of the entire day's schedule is to be explored, not only the hours of 7 a.m. to 6 p.m. The successes local and national advertisers have had with the total broadcast day will be studied.

Program Effectively

Advertisers will be urged to take a look at the ability of radio to program effectively. Such things as the medium's capacity for news, documentaries, public events and remote broadcasts will be brought home through case illustrations.

The idea behind the programming discussion is to show advertisers that radio can program to deliver



Co-chairmen of the forthcoming RTES Roundtable luncheon are Al Shepard (r.), sales manager, Select Station Representatives Inc., and Ed Reynolds, assistant director, press information, CBS.

a specific audience. "All too often not enough time is spent by agencies in researching the kind of local programming buy that would best suit a national client," state the luncheon co-chairmen. "For example, a national insurance firm would do well to use a series of local public affairs shows on a station."

There are many radio values that the March 30 session expect to explore. Among these are:

- Frequency and repetition.
- Timeliness.
- How radio motivates — case studies.
- Flexibility and creative aspects of the medium.
- Economy.

"The people who know radio well are the ones that are using it effectively, declare Messrs. Shepard and Reynolds. "One of the aims of the forthcoming session is to spread some of this knowledge around for everybody's benefit. This will be a forum—an exchange of ideas by knowledgeable people.

"It is the feeling of RTES that the creativity of radio is limited only by agencies and advertisers and the degree of effort expended on individual campaigns."

The techniques of using radio for various advertisers and kinds of accounts are expected to be highlighted.

The session will try to relate local and regional radio success stories to national advertisers. It will try to encourage national firms to take a look at local distributors who are using radio to move products and merchandise at the point of sale.

The reason advertisers are being picked for speakers, it is explained, is because RTES feels that the clients ultimately pay the freight.

Among the less talked about aspects of radio that are expected to be underlined at the session are radio's ability to merchandise creatively, to build point-of-sale tie-ins and to offer personality endorsements.

Another aspect of radio advertising that is expected to be explored is creative strategy, including such things as local *versus* canned copy and live delivery *versus* transcribed spots.

If there are any significant areas uncovered by the March 30 meeting, another session will be planned to conclude the subject matter. There will also be discussion from the floor.

Stations are urged to submit their questions and comments so that they may be considered at the gathering.

Questions should be in the hands of U.S. RADIO no later than March 1.

• • •

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land



KEY TO THE fate of deejay Bob Calvert, WGH Norfolk, was in the hands of one of 20,000 persons who received keys from the station. That person would have the key which would open the lock of the cage housing the air personality. "Operation Lock Up" was a promotion tied in with the grand opening of this supermarket. After three-and-a-half days, and 8,000 attempts, the key was slipped into the lock and out came the deejay. Lucky key holder was awarded $150.



HOME FROM A MARCH for the National Foundation is KSO Des Moines Program Director Dick Vance (c.), here receiving congratulations from Bob Ray, the foundation's Iowa State Chairman. Tony Moe, KSO general manager, looks on. Contributors deposited $3,600 into the barrel in the wheelchair Vance pushed for 35 miles from Ames, Ia., to Des Moines.



"RUGGED" WESTERN-CLAD models braved 23-degree temperatures and a heavy snowstorm as part of KFML Denver salute to the National Western Stock Show. Station's Art Knott supervised the girls who distributed program schedules and invitations to tune in. The KFML entry in the show's grand parade was co-sponsored by the Denver *Monitor* and Bob Jones, local Ford dealer.



HI-FI RADIO gets one more enthusiastic supporter in the person of Mrs. L. M. Larsen. She was the winner of drawing held by WLOL-FM Minneapolis. Her prize was a Blaupunkt fm-am radio provided by a local dealer. Names were mailed in by listeners at the station's request. Seen (l. to r.) Don Guis, hi-fi dealer; Mrs. Larsen and Tom Rueben, station manager.



LETTING THE SECRET out of the bag about the secret word contest conducted by KRLA Hollywood, is Donald Fry, station comptroller, as he interviews Rose Queen Margarethe Bertelson. Queen Margarethe is surrounded by some of the 49,100 entries that were submitted in the station's popular contest.



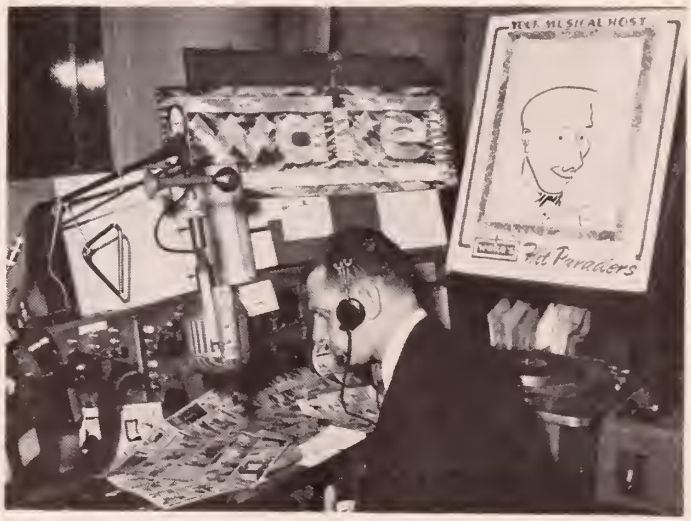
GIVE THE GIFT of life itself was the theme of a campaign put on by KOIL Omaha to boost blood donations to the Red Cross. Each donor was rewarded with a popular music album contributed by the station. Deejay Steve Brown (l.) looks on as one listener responds to the call.



NAMED TO FCC's National Defense Executive Reserve Unit, Lawrence Webb, managing director, Station Representatives Assoc., receives scroll from FCC Commr. Robert E. Lee. H. Preston Peters, SRA head and president, Peters, Griffin, Woodward, Inc., looks on.

BURIED UNDER the 5,000 ping-pong balls used by KFMB San Diego is Nancy Kierspe, secretary to Virgil Clemens, station account executive, who helps her out. Ping-pong balls were dropped over Tustin Hills Ranchos, to promote new homes in the area

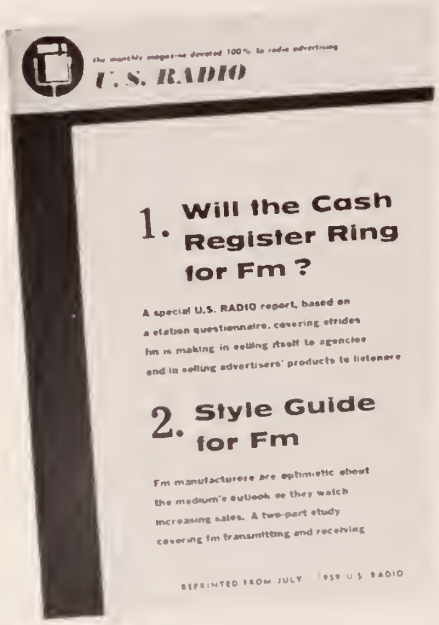




RUSHING TO THE rescue, Bob McKee, of WAKE Atlanta, keeps his listeners informed of the latest exploits of Dick Tracy. McKee is staging a one-man campaign to bring the comic strip back to Atlanta. Strip was dropped recently by the city's newspapers, so McKee stepped in.

Articles Of Major Interest Reprinted From U. S. Radio

Numerous requests for articles have necessitated reprinting in quantity. . . . The following reprints are currently available:



- **Will the Cash Register Ring for FM?**
  (including equipment style guide for FM)
- **Tetley Leaves it to Radio**
- **Negro Radio Tells its Story**
- **Smoothing on Saturation Radio**
- **Thrivo Barks Back**
- **Sinclair Trims Spot Paper Work**

For further information, write—

Reprints
U.S. RADIO
50 West 57th Street, NYC 19.

For future articles that really "dig" into the depths of sound radio advertising . . . be sure you see each monthly issue of U.S. RADIO.

Enter Your Subscription Today
$3 For 1 Year
$5 For 2 Years

U.S. RADIO **SUBSCRIPTION**

50 West 57th Street
New York 19, N. Y.

Please see that I receive ***U.S. RADIO***

1 YEAR $3 ☐ 2 YEARS $5 ☐

Name_____ Title_____

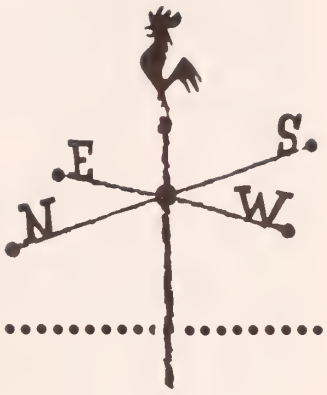
Company_____

Type of Business_____

☐ Company or
☐ Home Address_____

City_____ Zone____ State_____

PLEASE BILL ☐ PAYMENT ENCLOSED ☐



Radio Developing Editorial Viewpoints

Regular procedures recommended for stations to follow in efforts toward effective presentation of on-the-air editorial opinion

Radio station editorials, dealing with everything from the latest international crisis to whether or not the town should vote funds for a marble bust of the mayor, are being aired with increasing regularity. There is a definite tendency among stations to exchange their role of being purely an observer for that of an active member of the community, with definite viewpoints and ideas that are clearly and forcefully expressed.

An interesting example of independent thinking by stations was found in St. Louis during last year's elections. Two CBS-Owned outlets, KMOX-AM and KMOX-TV, held opposite views on a suggested Metropolitan District Plan. And each station took a different on-the-air editorial stand on the subject. In issuing "rules and guideposts for editorials on CBS-Owned stations" last month, the Network's editorial board states that "There need be no uniformity of editorial views" among its outlets.

Covering various areas to be considered in the preparation and presentation of editorials, the Network guide explains that "The primary purpose of presenting . . . editorials, and the replies to them, is to serve the public interest by stimulating thinking and decision-making about important public issues. Station editorials are not only to be fair, accurate and effective, but also carried out with the maximum care and attention to details of all kinds."

Encouragement of editorializing

by its owned stations is indicated by the statement from the CBS board that "Editorials should be broadcast with considerable regularity and frequency . . . and should be of sufficient length to present the logic and evidence behind their (the stations') conclusions." It is suggested that a radio editorial rarely be less than five-minutes in length. "Editorial 'spots' should never be used," the editorial board said.

Fixing Responsibility

In fixing responsibility for the origination of editorials, the board states that this should be the function of station management alone, "not of individual departments, program personalities or 'columnists of the air'." Turning to the actual on-the-air presentation, the opinion is given that editorials not be delivered by news personalities "whose impartial presentation of the news may thus be questioned. Nor should editorials be delivered by announcers who are otherwise primarily identified with commercials or essentially entertainment programming."

Professional Writer

The suggestion is made that each station employ at least one professional editorial researcher-writer who would be responsible to the general manager for the preparation of editorials. Although the editorial need not necessarily be delivered by the general manager, the CBS guide points out, they "must be delivered by management spokesmen. Each station should search out—and, when feasible, use—individuals who best combine on-the-air presence with a considerable degree of managerial responsibility, or should hire a special editorialist whose function is to speak for management."

Two Types of Editorials

Attention is given to two types of radio editorials—the consensus and the partisan. A consensus editorial is described as one "in which a station primarily underscores or reminds the public of basic principles or obligations to which no responsible segment of the community is likely to take exception."

Devoting a considerable amount of care to the subject, the Network guide explains that "partisan editorials, in which a station clearly takes sides, should be accompanied by painstaking concern for fairness and balance in providing on-the-air opportunities to the opposition."

Treatment of Opposition

While the "equal time" concept does not apply to editorials, it is declared, stations should provide the same kind and amount of time, technical facilities and promotion to the opposition viewpoints as they make use of for their own partisan editorials. "When a station gives inordinate weight to its own partisan editorials by the pre-emption of commercial time, it should take particular care to choose comparable reply time for the opposition."

The warning is also given that stations make every effort to search out opposition to their partisan editorials. By following this procedure, it is said, a station may avoid demands for equal broadcast time by the opposition. The use of the "letters to the editor" technique as a means of permitting the opposition to reply to a partisan editorial is said to be "frequently insufficient to guarantee fairness and balance."

Production Techniques

Production techniques used in the presentation of partisan views by stations should be of such a nature that they could be fairly offered to the opposition, taking into consideration the production "know-how" of the opposition, the guide says.

When a partisan editorial is repeated, CBS suggests that the opposition also be given the opportunity to be heard again. In general, however, it is felt that editorials should normally be repeated only in order to reach different audiences.

A wide area of subjects are suggested as suitable topics for a station editorial. These include all local subjects, or national subjects that have special local implications. • • •

CBS Guide to Station Editorials*

- *Editorials should be fair, accurate and effective*
- *Editorials should stimulate thinking and decision-making*
- *Editorials are sole responsibility of station management*
- *Edtorials should be delivered by a station management spokesman*
- *Editorials should be broadcast with regularity*
- *Editorial "spots" should not be employed*
- *Editorials should be prepared by professional researcher-writer*
- *Opposition must have opportunity to reply to partisan station editorials*
- *Stations should search out opposition views*
- *All local subjects are suitable topics for station editorials*

**Chart based on recommendations found in CBS Radio Network's "Rules and Guideposts for Editorials on CBS-Owned Stations."*







1959

...another year of growth for Standard Rate & Data Service

(media advertising volume)

Reflected in this growth pattern is the increasing employment, by media owners, of a modern marketing concept which adds farce ta all of their **selling** actions by tying in with a **buying** action comman to buyers, everywhere . . . habitual and repetitive use of their "classified directary."

Twa thirds of the publishers and station owners whose promotion programs include na space advertising in editorial-type periadicals, da use space in SRDS ta be sure af representation every time their medium or market is being considered.

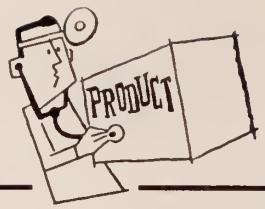
And af all media that use space in advertising periodicals, the majarity use Service-Ads in SRDS with adequate information dominantly and canstantly in evidence at the time and place of media camparisan.

The trend, for years, has been toward thinking like this: "No matter what else we do in our sales pramotion pragram, we'll run informative Service-Ads in SRDS to help us **sell** the way the advertising business **buys.**"

standard rate & data service, inc.
the national authority serving the media-buying function
Walter E. Botthof, Publisher
5201 Old Orchard Road, Skokie, Illinois

Sales Offices—
Skokie • New York • Atlanta • Los Angeles

commercial clinic



'Tiger In Your Tank' Theme Has Hard Sell Built Right In

Who put a tiger in the gas tank?

Oklahoma Oil, when they found out what a tiger could do for gas sales. Now they've set it to music and put it on the air in 15 cities in the Midwest. The result—a "Tiger in your Tank" theme with a hard sell beat.

"What more can you want in a radio commercial?" says Don Zabel, co-producer with Lee Marsh at Needham, Louis and Brorby Inc., Chicago. "We've got an entertaining theme with the sell built right into it.

"There are two parts of this tiger that everybody wants in his gas tank," he explains. "First, there's his roar—the roar of the engine as you step on the gas pedal. Then there's his purr—the purr of a smooth running motor propelled by Oklahoma's High-Q gasolines. Add a snappy rhythm with a light melodic touch and you've got a happy commercial."

Inspired Theme

"We started with an inspired theme," Mr. Marsh says. "'Put a tiger in your tank' is the motif of Oklahoma's current print campaign. We fitted this to radio and found they matched quite well.

"For instance, we took the theme line, put it to music and used it to introduce all the radio commercials. It makes an effective—and, by now, familiar—opening. Our quartet gets things going with:

O—klahoma
I said O—klahoma
...will put a tiger
in your tank!

Then comes the roar of the tiger.

"We've calmed the roar down since the original series, which started last April. At that time the commercial opened with the roar. The beat of the music was faster then, too, and the whole effect louder. The best way to describe it is to say that if you were carrying a pile of dishes when the commercial came on, you had better be holding on tight. Now that our listeners are more familiar with the music, we've slowed it down some and made it more melodic.

New Effect

"The purring effect, too, is new in the current series, which began in September. It's a natural, both for the tiger and the motor. And it fits in well with the lyrics in the jingle," Mr. Marsh says:

> And your motor will purr, with perrrfect perrrformance when you switch to Oklahoma High-Q gasoline! Your motor will purrrr, and parrrticular people all switch to Oklahoma High-Q gasolines!

"That's the jingle we use," Mr. Marsh continues. "In some of the 60-second spots in our current Frank Blair series it's used twice, before and after the announcements. In others, the announcement comes immediately after the theme and the jingle follows the announcement.

"The fast beat serves to keep the prose lively, too. We keep the music going in the background during Frank Blair's lines. Imagine these announcements, in tune with the tiger theme, with the music running along underneath:

Frank Blair speaking! Each month more than two million particular people drive in at the sign of Oklahoma. Join the ranks of people with tigers in their tanks!

Here's another of the series that keeps it entertaining, with the emphasis on the service:

Frank Blair speaking! Ever wonder why service is always so good at Oklahoma stations ...why attendants are always such nice people? We ask what kind of service you want, what kind of people you like, then make sure you get them at Oklahoma stations everywhere!

"And all the commercials end with a roar that sends them off the air in the same tiger tempo," Mr. Marsh concludes.

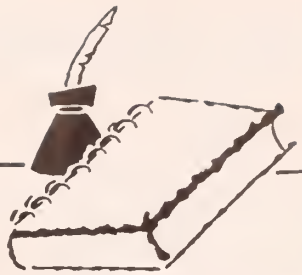
Team Effort

Getting a series like this together was a job that took the efforts of many people, according to producers Zabel and Marsh.

"First," says Mr. Zabel, "our team of two producers, one writer and two art directors took the print media theme and used it as the basis for our thinking. We worked with an independent composer, Bill Walker, on the music. The roar came from a sound-effects studio in Hollywood.

"We've had an enthusiastic response to the tiger. The public seems to have a sharp awareness of it. And the Oklahoma attendants at the service stations seem to like it. According to reports, they're having a wonderful time with the tiger right at the gas tanks." • • •

station log



► **News:**

Efforts to provide better news service have led to news program developments in both breadth and depth. One station reports on improvements in the news gathering service, another on development of its in-depth reporting.

KREX Grand Junction, Colo., and the *Grand Junction Daily Sentinel,* long-time rivals, announced the merger of their news gathering facilities. The move was made, the station reports, to provide improved news service for the public at lower costs.

Some 70 area correspondents, as well as a half dozen reporters and feature writers, have been added to the station's news gathering staff as a result of the merger. The station has moved its entire news department into the newspaper's building.

Both firms emphasized that the joint news service will in no way affect the business or editorial policies of either media.

KSTP St. Paul-Minneapolis is giving listeners a more thorough report on the news on its *Behind the Parade* show, heard twice-a-day Monday, Wednesday and Friday. The program is designed to dig deep into controversial topics and report frankly on them. It has covered such subjects as pornographic literature, police brutality and political demagoguery. According to the station, "considerable pressure is sometimes applied because of the controversial nature of the program," but it is felt that a program like this is needed "to inform the community of what's going on."

► **Programming:**

A two-part documentary aired by WMCA New York last month has been described by station Chairman Nathan Straus as "combining radio's public service and news functions with its recently unexploited dramatic range."

Entitled *We Accuse,* the programs dramatized events dealing with the recent Mack Charles Parker lynching. Using the dramatic technique of presenting a fictional account of the trial Parker never received, the station assembled a large cast of performers headed by the well-known actor Chester Morris.

► **Public Service:**

A schedule of public service programs for the entire broadcasting year has been set by WJJD Chicago. The programs will cover a wide range of fields. Some of the subjects to be studied are law, religion, health and community problems. The broadcasts will be aired daily, usually in the 15-minute segment before sign off.

Fourteen different programs have been set for 1960, including *Your Right to Know,* a presentation of the American Civil Liberties Union; *Chicago Highlights,* a program about educational and entertainment activities in the area; and *Wherever They Go,* an offering of the U.S.O. of Chicago. • • •



"Announcer of the year" George Walsh, KNX (l.) smiles as he looks at citation from *Los Angeles Times'* "Radio Beat" with Paul Condylis (c.) and Bob Grant KNX, cited as best news personalities. Others cited for outstand-local achievements in 1959 were Hugh Brundage, KMPC (newscaster); Vin Scully, KMPC-KFI (sportscaster); and Dick Whittinghill, KMPC (disc jockey). All are local stations.



The Rounsaville clan gathers around Robert W. Rounsaville (front row, third from left), president of the Rounsaville stations, at Dinkler Plaza Hotel, Atlanta. Convention was held to discuss station business. Stations represented were WCIN Cincinnati, WLOU Louisville, WMBM Miami Beach, WTMP Tampa, WVOL Nashville, WYLD New Orleans and WQXI Atlanta. Station representatives also attended.

BPA memo



Letters Win Respite For Deserving Spouses

Time off for deserving spouses has been promised by KXOK* St. Louis to winners of the station's combination "Worn Out Wife" and "Goldbrick" contests. Time out from home routine for the little woman; time off from daily toils for the overworked husband.

To the wife of the man who writes in the best letter on why his wife deserves a night out on the town, the station has offered a reward of flowers, candy, chauffeur driven limousine, dinner, theater, dancing and baby sitter. For the husband of the woman who writes in the best reason why her man needs a rest, will come a whole day off. The station has said it will reimburse the winner's employer for a complete day's wages.

Prettiest Locks of Hair Auctioned Off for Charity

A search for the prettiest lock of hair in central Virginia led to a drive in behalf of the Richmond T.B. Association over WLEE Richmond. After the winner was chosen, some of the best looking locks were auctioned off as mustaches. The station held 14 auctions for the locks at the rate of one a night. At the end of that time, the station reports, over $300 had been pledged for the T.B. fund. Single pledges ranged from $3.25 to $100.25, according to the station.

Built-In Listener Interest Livens Rose Bowl Promotion

When the University of Washington was invited to the Rose Bowl for the first time in 23 years, KOL Seattle staged a tie-in promotion. Local enthusiasm and a scarcity of tickets provided a built-in listener interest that the station utilized in two ways.

First, it held a treasure hunt. For 10 days before the Bowl, the station hid six miniature footballs in the Seattle-Everett area and broadcast clues on the air. Each football was worth two tickets and two round trip air passages to the game.

Secondly, the station served as a clearing house. It provided tickets for fans by notifying them of ticket holders who, for one reason or another, couldn't go. To make sure there was no scalping, the station bought tickets which would have gone unused and sold them at cost.

Over 100 ducats were obtained in this way and turned over to University of Washington fans ready to take the 2,400-mile round trip to Pasadena, the station reports. In two instances, entire families waited, their luggage packed in cars outside the station, until tickets turned up, according to KOL.

Sponsor Contest Reveals People Listen At Night

When the Duncan Coffee Co. promoted a contest for its Admiration coffee label over 60 stations in Texas and Louisiana, KSAM Huntsville, Tex., went all out to win.

Its heavy promotion helped win top prize for its "Admiration Queen." It also exposed, says the station, a whole new segment of its audience—the nighttime listeners.

One of the most popular promotions, according to the station, was a nighttime quiz with prizes worth no more than a dollar. The quiz was subsidized by local merchants in exchange for air time on that program. In order to qualify, winners had to present an Admiration label as well as the correct answer.

The station admits it was a bit dubious about this promotion. "Few would want to answer a question for only a dollar's worth of merchandise" it thought.

Listeners, however, were enthusiastic in their response. The first night 40 calls came in, states KSAM, with succeeding nights bringing in an even greater response. During the course of the final quiz, 89 calls were recorded, says the station.

"All of which proved to us that we had a much larger nighttime audience than we thought." More encouraging still was the favorable reaction of the merchants cooperating in the quiz.

Captain Wins a Car In Lucky Snowball Drop

Among the several thousand snowballs that fell from the sky above the listening area of KFAB Omaha was one containing a prize winning slip of paper. It was picked up by the son of an Air Force captain, who turned it in for a new Corvair for the family.

The snowball drop was part of a week long promotion to attract attention to the station's new programming format. Some of the snowballs contained lucky slips. They were carried aloft in a helicopter that roamed the skies, dropping them on the metropolitan areas of Omaha and Lincoln, Neb., and Council Bluffs, Ia., as well as on 25 smaller Nebraska and Iowa communities.

The station kept listeners posted on the position and progress of the 'copter about every 15 minutes. As people gathered along the helicopter route, the snowballs were dropped. Among the prizes promised by the slips in the lucky snowballs were transistor radios, bicycles and portable tv sets. Distribution of the lucky snowballs was made on a population basis.

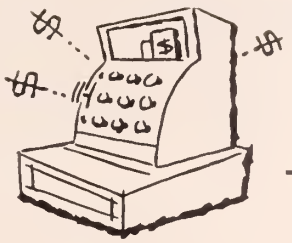
Guess the Weather Contest Promoted by Pop Music

The contestant who sent in the closest estimate of the date and time that the thermometer in the Twin cities' area would fall to 15 below zero won $150 in savings bonds. Called Radio Radar Weather, the contest was held by KSTP St. Paul, Minn., over several of the station's popular music shows. About 2,000 separate entries were reported by the station. • • •

*Denotes stations who are members of BPA (Broadcasters' Promotion Association)

HOMETOWN, U. S. A.

radio registers



CAR DEALER

The success of a poodle contest over KFKF Bellevue, Wash., convinced the sponsor to sign an annual contract with the station. Eastside Renault sponsored a six-week campaign featuring a name-the-French-poodle contest. Listeners were urged to come in to the dealer's sales room to see and name the French poodle on display. Winner got the poodle. The cost of the campaign was $300. According to the station, over 3,000 people visited the sales room and entered the contest. In addition, 30 new Renaults and 15 used cars were sold.

SHOE STORE

At the recommendation of KNOK Dallas, Cinderella-Cindy's Shoe Stores increased their Christmas schedule from 18 to 60 announcements a week. The campaign ran during the two weeks before Christmas. According to store owner Mel Wood, business doubled as a direct result of the radio schedule. They sold 250 extra pairs of shoes at $12.95 to $16.95 during the campaign, including 50 pairs in a single day.

DEPARTMENT STORE

To stimulate teen traffic in department store sales, the Mangel Department Store sponsored a remote program over WDXB Chattanooga. The program, held in the store, was presided over by a station personality and directed to teenagers. According to J. Levine, manager of Mangel's, 35 accounts were opened as a direct result of the program and 35 more were strong prospects. In addition, the store reported a 20 percent increase in business that day.

SAVINGS BANK

The Alamo National Bank of San Antonio sponsors a weekly show over WOAI San Antonio. The program, which lasts a half hour, features taped interviews with prominent farmers, ranchers and agricultural personalities as well as various stories about the Texas outdoors. The cost of the show is about $150 a week. According to the station, bank officials reported that the program added greatly to its effective service in south Texas, so much so that the bank has contracted to sponsor the show for the eighth consecutive year.



NEGRO
Community Programming

+



SPANISH/PUERTO RICAN
Programming

=



of *Whirl-Wind* sales action

WWRL

NEW YORK DE 5-1600

*10:00AM-5:30PM
**5:30PM-10:00AM





report from RAB

"Sell With Sound In '60" Program Merits Surveyed By RAB

The exciting and arresting sounds of radio commercials—designed, of course, to sell goods to consumers—will be used more frequently in 1960 to sell radio to advertisers. A recent RAB study finds that almost 95 percent of all radio stations occasionally include tapes or discs in their sales pitches; but few use this natural sales tool as often as they might.

RAB's new sound presentation program—called *Sell With Sound in '60*—is aimed hard in that direction, and should make radio's commercial creativity a part of many more station presentations.

During 1960, the Bureau will produce a series of tapes, each covering outstanding radio commercials of a specific advertising category. The tapes are intended to give prospects an earful of radio selling sounds as they're currently being employed by advertisers in leading retailing fields.

The first two tapes have already been produced. One contains 30 supermarket radio commercials, selected by the supermarkets themselves as their best. The second has 30 samples submitted by successful furniture dealers. Aside from containing a complete 30-minute sales presentation, the tapes also provide stations and advertisers with a running cross-section of what's happening to radio commercials, circa 1960.

For stations interested in a closer look at the sell-with-sound technique, here's a rundown on the way the tapes are constructed.

The supermarkets represented run the gamut, from McDaniels Markets on the west coast to Penn Fruit on the east; range in size and scope from A & P and Safeway to aggressive, independent operations like Wyatt's, Columbia, Mo.

The commercials themselves reflect the great variety of modern radio advertising and include comedy and straight sell, price specials and institutional approaches, bright, catchy jingles and sound effects. They are arranged on the tape to complement each other. For example, a spot from a Kohl's Food new store opening is followed by a jingle celebrating "100 years of A & P."

A professional narrator links the commercials with informative introductions like this one: "The informality of radio advertising can transform a big, impersonal business into a warm and human one. Safeway stores is the second largest chain in the country . . . yet, there's nothing stuffy in this humorous conversation between two very 'far-out' jazz musicians. . ."

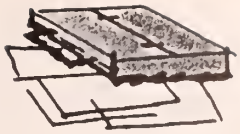
RAB recommends stations use the tapes in a number of ways. Play them straight through, or else select a half-dozen samples—with emphasis on supermarkets that come closest to the size and advertising outlook of the firm being pitched.

The Bureau also advises: "Tailor the tapes to your specific needs. Select some of the best commercials from it, then splice on your own locally produced commercials." • • •

RADIO SALES TREND OF THE MONTH

"On-Target," the RAB technique which allows an advertiser to chart how many of the potential customers in an area listen to radio on the day they shop, has been received with intense interest by food and drug advertisers. Now it's being used for the first time in a completely unrelated field. RAB's national sales force is currently working with several major airlines, preparing for a definitive "on-target" study of the radio listening habits of first-time jet-plane passengers. Airlanes are concerned that existing advertising patterns might not be efficient and are cooperating with RAB to profile the radio listening of these "new passengers.

report from representatives



Katz Report Traces National Spot Radio Costs In 1959

Rates for national spot radio in 1959 showed very little change when compared with the previous year's time charges, according to the third annual "spot radio budget estimator" prepared by The Katz Agency Inc.

Costs in the 150 markets included in the estimator were up 1.5 percent for daytime hours. The early morning-late afternoon "traffic" period showed a rise in time charges of only 0.8 percent. Evening rates declined 1.3 percent in 1959, as compared to a 6.4 percent drop in 1958.

Based on the cost of 60-second announcements in 150 markets, the spot radio budget estimator is not designed to "take the place of individual station rate cards," the firm states. Its purpose is to provide a quick method of estimating spot radio costs.

The markets included in the estimator are ranked in order of the largest daytime weekly circulation in each market, it is explained. NCS #2, as furnished in a special tabulation made for The Katz Agency by the A. C. Nielsen Co., is used as the base.

"Since the rates tabulated are those of the station in each market with the largest daytime weekly circulation, they tend to reflect, in most cases, the highest cost station."

The summary shows for each of the 150 markets the cost-per-announcement, based on a weekday schedule of 12 one-minute announcements per week, for 13 weeks in each of the following time periods:

- *Early Morning-Late Afternoon.* This refers to 7 a.m. to 9 a.m. and 4 p.m. to 6 p.m. The two periods were averaged where the late afternoon and early morning rates differed.
- *Daytime.* Refers to the rate in effect for the most hours between 9 a.m. and 4 p.m.
- *Evening.* Refers to the rate in effect for the most hours between 6 p.m. and 11 p.m.

Supplementing the summary of spot costs, the estimator also includes a formula for estimating the cost of 12 or 24 announcements per week for four different cycles. According to the firm, "The formula was derived from a complete tabulation of the rates of the stations (used in the summary) in the top 50 markets. Test tabulations indicated that the relationship of specified rates to each other among the top 50 markets was essentially the same as that among all 150 markets."

Included in the formula (below) is data for estimating cost of 12 or 24 announcements per week for cycles of 13, 26, 39 and 52 weeks. • • •

Spot Radio Estimating Formula

Based on One-Minute Announcement Rates
100% = Daytime Open Rate

	COST PER ANNOUNCEMENT		
	*Daytime**	*Early Morning-Late Afternoon**	*Evening**
Open Rate	100%	111%	85%
12 anncts. per week			
13 weeks	74%	86%	63%
26 weeks	70	81	59
39 weeks	69	80	59
52 weeks	67	78	57
24 anncts. per week			
13 weeks	63%	75%	53%
26 weeks	61	72	52
39 weeks	60	71	51
52 weeks	59	69	50



la musique
continental
with that
soothing
ingredient—

NO-YAK

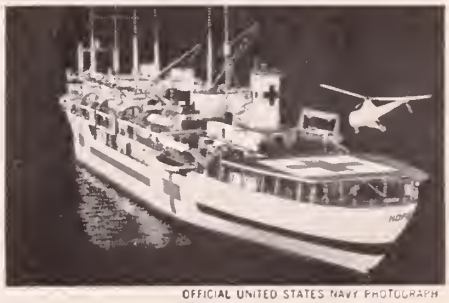
570 WBAP

RADIO REFINED™

7:30 AM | 10:30 AM | 3 PM

WBAP 570
Fort Worth - Dallas
3900 Barnett, Fort Worth
See PETERS, GRIFFIN, WOODWARD

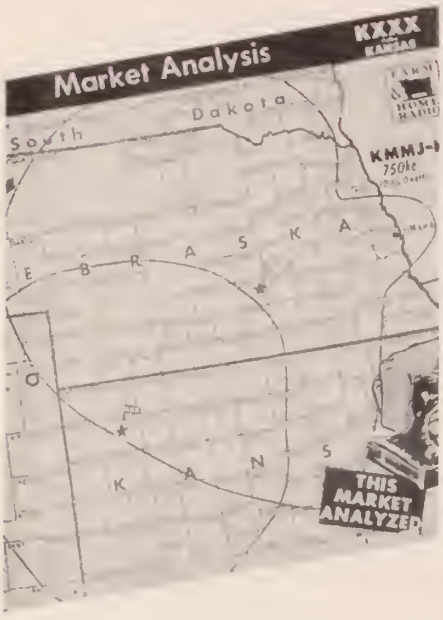
HELP LAUNCH HOPE



OFFICIAL UNITED STATES NAVY PHOTOGRAPH

Help this ship share our medical knowledge—make friends for America. Mail your dollar (more if you can) to HOPE, Box 9808, Washington 15, D. C.

THIS MARKET ANALYZED



If you're buying for farm advertisers in Mid-America, get your copy of complete agricultural market analysis—county by county figures of major crop and livestock.

write

KMMJ
Grand Island
Nebraska
10,000 watts
750 kc

KXXX
Colby
Kansas
5,000 watts
790 kc

or

H-R Representatives Inc.

FOR YOUR FREE COPY

report from agencies



Buy Time In a Small Market? "Tell Me Why," Say the Buyers

Like any good product, a station must have a selling point. And when buyers of national time are solicited by stations, they want to know what the station has to offer to their client.

This was the consensus of the agency timebuyers who were asked this question by U. S. RADIO: "What can a smaller market radio station do to make itself known to buyers of national and regional advertising time without prohibitive expense?"

Joan Stark, media group supervisor at Grey Advertising Inc., New York, points out what a station must have before it should consider selling time to a national advertiser. "First of all, the market must have a national potential as far as advertising goes. Or else, the station must be able to offer something unique in its market.

Advertising and Promotion

"Station advertising and promotion are effective if well done," continues Miss Stark. "Advertising in trade papers is very important. Since we are part of the advertising business, buyers are likely to notice outstanding ads. But they must be good ads. They must have something that attracts our attention.

"The same goes for promotion. If it is creative, and says something of interest to us, the buyer is likely to remember the station."

John Nuccio, Benton & Bowles Inc., New York, media buyer, states that "the national advertiser will consider buying time in a small market if the profit merits the expense. Conversely, the station should seek out only those advertisers whose distribution represents a reasonable share of the local market. And don't ignore the local and regional distributors of nationally advertised products," Mr. Nuccio suggests.

"If he feels his market has something to offer the national buyer, the station salesman should make a sales call," says Bob Anderson of Sullivan, Stauffer, Colwell & Bayles Inc., New York. "There is no substitute for personal contact. If he can't afford to cover all the agencies he thinks he can sell, let him pick one that he feels is the most important to him—maybe the closest center to him—and make a visit there. Pick a market, work up a presentation and make a personal call.

"He can even make a list of those particular products which he thinks should be advertised in his market. Then meet as many of the buyers working on those products as possible. He doesn't have to consume the buyer's time. He should come with something to say, and be able to say it quickly. And don't," Mr. Anderson says, "forget the thank you note afterwards."

Ted Meredith, associate media director at BBDO, agrees on the importance of personal salesmanship. "Good promotion is effective, but personal contact is far better."

Summarizing the factors these timebuyers believe to be important when considering buying on small stations, the following points were made:

- Market must have national potential.
- Station advertising and promotion are important.
- No substitute for personal contact.
- Station should prepare factual and concise presentations.
- National advertisers want profits to merit expense. • • •

FARM RADIO

(CONT'D FROM P. 26)

New Seeds For Farm Programming

U. S. Radio's second report on the developments and trends in farm radio and its use by advertisers

(Cont'd from p. 26)

package on tape. The show was formerly produced by the Clear Channel Broadcasting Service.

The use of shorter segments in farm programming, however, is not universally accepted by any means.

"We continue to program farm information in 10- and 15-minute segments mainly because our experience shows this is what the farmers want," states Jack Timmons, commercial manager, KWKH Shreveport, La. "They do not want to wade through an hour or so of music to get 10 or 15 minutes of information vital to their business."

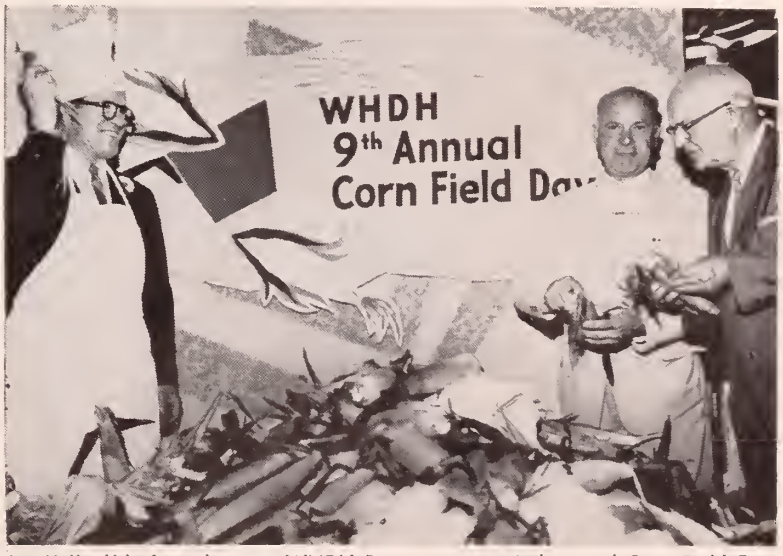
Ben Ludy, general manager of KWFT Wichita Falls, Tex., declares, "Farmers and ranchers want 10- and 15-minute service programs, no capsule programming."

Discussing the trend further, Charles Griggs, general manager of WVLN Olney, Ill., says, "Many stations are trying to go to a modern farm program format — short segments for their farm men with music as the basic format. We don't believe it's right for our market. We give our farm man a show which reflects his personality and don't intend to change."

Among other changes in farm programming that are reported in station questionnaires is a move in the direction of widening the scope of farm programming to include home-owners, gardeners and, in some cases, more information with a consumer angle.

Much of this is being done because of metropolitan and suburban area considerations.

"There is more news of interest to city and town home-owners, particularly in suburbs," declares Clayton Kaufman, director of sales promotion and research, WCCO Minneapolis. "In addition, farm directors have become more personal, informal and conversational; there is more information on farm manage-



Joe Kelly (l.), farm director, WHDH Boston, covers ninth annual Corn Field Day.

BEN LUDY says . . .



to these top brands
now cashing in on
KWFT
FARM SERVICE
PROGRAMMING

— Dow Chemical — DeKalb —
— International Harvester —
— Quaker Oats — DuPont Dybar —
— Hercules Powder —
— Superior Feeds — Oliver —
— Dempster Mills —
— Black, Sivals & Bryson —
— Tenneseal Roofing & Fencing —
— Fort Worth Livestock —
— Oklahoma Farm Bureau —
— Purina Feeds —
— Nutrena Mills —
— Minneapolis Moline —
— Oliver — Chevrolet —
— Cadillac — Prestone —
—DeSoto Cars — Flex-O-Glass —
— Eveready Batteries —
— Peter's Ammunition —
— Black Draught —
— Doan's — d-Con —
— Creomulsion —
— Humble Gas — Y-B Cigars —
— Florist Telegraph Delivery Service —
— Fairmont Foods —
— G & G Milo Guards —
— Willard Tablets —
— Phillips Petroleum —
— Camels —
— Northrup, King & Co. —

KWFT
The Voice of the Rich Southwest

WICHITA FALLS, TEXAS
5 KW at 620—Day and Night
BEN LUDY, Pres. & Gen. Mgr.

FARM RADIO

ment and marketing rather than sheer production."

William Bryan, station manager of KTRH Houston, states:

"Today, there is a greater recognition of the relationship that exists between agricultural producers and the consuming public. We now deliberately include the 'consumer angle' in all farm stories. Also, there has been a greater recognition of the informational needs of the urban and metropolitan audience in our farm programming. We now incorporate information of particular interest to that group, such as household and garden tips, best food buys of the week, among others. Significantly, much of our increased local business has come as a result of nursery, hardware store and other local retailer attempts to reach this vital market."

Mr. Bryan also states that "from an overall farm advertising standpoint, there is a significant trend apparent in the cooperative advertising field, with clients building up dealer enthusiasm and support by getting dealers actively involved in their advertising programs."

The scope of its radio service to farm inhabitants is explained by Elmo Ellis, program manager of WSB Atlanta: "The rural dweller today wants basically the same type of radio service as the urban citizen in regard to music and straight news. WSB farm programming has been maintained as in the past, but there have been changes in the programming concept.

"Farm Director Jimmy Dunaway steers clear of long, dull and tiresome discussions and gears his farm features for a smooth, swift approach."

Wally Erickson, farm director of KFRE Fresno, declares: "The basic idea is the same—farm service (farm news, weather, markets). More farmcasters are also trying to reach the part-time farmer, the suburban gardener and doing a job of farm-city relations by interpreting farm problems to city people. That way city listening is also encouraged."

Similarly, Clyde Keathley, farm service director, WRFD Worthington, O., declares that a major trend in farm programming is "providing additional service to part-time farmers and home-owners. This segment of the farm program audience will continue to grow and demand more programming attention."

From a marketing point of view, the farmer is really two people. He is a producer of agricultural products and therefore needs a wide range of equipment, supplies and services to keep him in business; the farmer is also a consumer with all the desires and demands of other consumers, only maybe more so.

But selling consumer advertisers on the idea of trying to reach the farmer through farm directed programming has met with resistance. Every effort is being made, however, to gain acceptance for this "consumer" story.

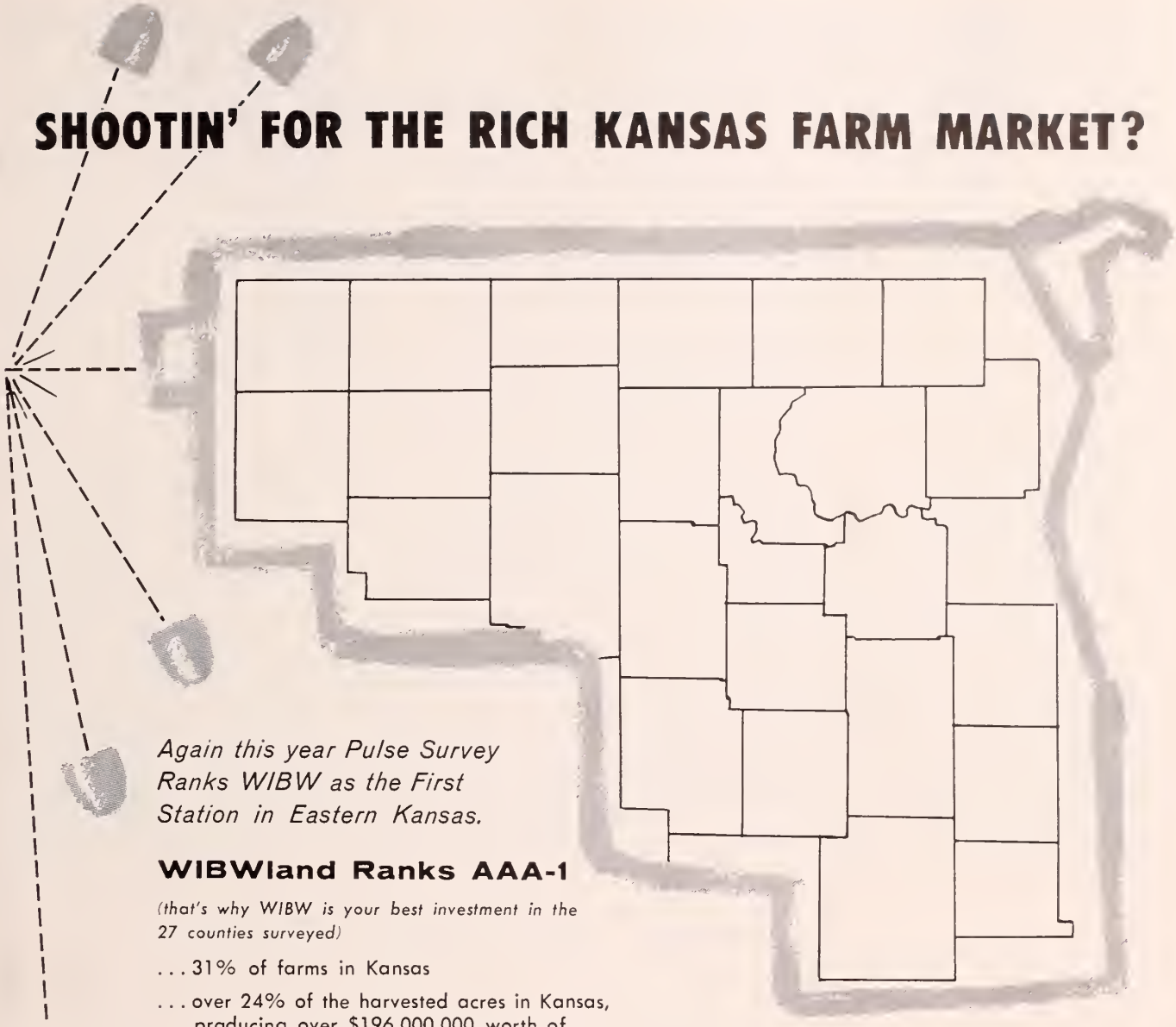
"We are making a concerted effort to convince advertisers of mass consumed products (cars, appli-

(Cont'd on p. 58)



WNAX Yankton, S. D., received this winning plaque from the Grocery Manufacturers of America Inc. for furthering public understanding of the "life line of America" concept.

SHOOTIN' FOR THE RICH KANSAS FARM MARKET?



Again this year Pulse Survey Ranks WIBW as the First Station in Eastern Kansas.

WIBWland Ranks AAA-1

(that's why WIBW is your best investment in the 27 counties surveyed)

. . . 31% of farms in Kansas

. . . over 24% of the harvested acres in Kansas, producing over $196,000,000 worth of craps a year

. . . 35% of the total livestock products of Kansas

. . . 28% of the total farm income in Kansas

WIBW - First in Farm Hour Programming

Station	6-7:15	11:30-12:30
WIBW	40%	27%
Statian B	10%	10%
Statian C	9%	10%
Statian D	5%	8%

Topeka Trade Area — Pulse, October 1959

Blankets All Kansas During Prime Farm Listening Time.

5:30-7:15 a.m. 11:30-12:30 p.m.

Wilbur Levering and Charles Rass make their homes in the kitchens, living rooms, barns and farrowing houses throughaut all Kansas.

• • •

More Kansas families listen to WIBW than ta any other statian. They rightly consider *WIBW* as *their* statian.

WIBW

The Voice of Kansas
Topeka 580 K. C.

Represented by Avery-Knodel, Inc.
Thad M. Sandstrom, General Manager

FARM RADIO

(Cont'd from p. 56)

ances, insurance, food and drugs) that farm programming offers a new untapped source of potential customers," says Robert Hyland, vice president and general manager of KMOX St. Louis. "The farmer is one of our most prosperous citizens and is as interested and able to buy a 1960 car as his counterpart in the city. Wise advertisers can pinpoint these prospects with farm radio.

"Conversely, we are trying to convince farm product advertisers that the full range of our schedule is as potent for reaching the farmer as specifically designated farm time."

In line with this, Jim Dowell, manager, KIOA Des Moines, Ia., states, "Because we serve a predominantly rural area, we try to sell the farm advertiser—and the consumer advertiser, too—on the basis that we are reaching a mass audience all the time. We do program specifically to the farmer one hour a day, a half-hour in the morning and a half-hour at noon. Our farm information is in five-minute segments."

And Scott McLean, WLW Cincinnati sales manager, declares that "there has been some improvement. Advertisers of other than strictly farm equipment are steadily realizing that the rural dweller is a buyer of other than strictly farm goods. But there is much progress to be made in this activity along these lines yet." • • •



George Roesner, farm director, KPRC Houston incorporates the authentic sound of this poultry farm in on-the-scene radio broadcast.

Case Histories

(CONT'D FROM P. 27)

time, district saw sales were reported up 10 percent. WSB declares that radio was then selected for a 52-week run on a program basis for the current 1959 to 1960 season. Homelite sponsors on WSB the 15-minute farm roundup segment (5:45 to 6 a.m.) of the *Dixie Farm & Home Hour*

(Cont'd on p. 60)

OHIO's MOST POPULAR STATION *with* FARM ADVERTISERS

Partial List of 1959 Advertisers

EQUIPMENT
J. I. Case Campany
Internatianal Harvester
Massey-Fergusan
Minneapalis-Moline
Fard Tractars
Speedy Manufacturing Co.

FEEDS & SUPPLEMENTS
Allied Mills
Armidexan
Diamond Crystal Salt
McMillen Feed Mills
Moarman Manufacturing Ca.
Murphy Products Ca.
Oelwein Chemical (OCCO)
Oyster Shell Praducts Ca.
Ful-O-Pep Feeds
Myzon, Inc.
Marea

SEED & FERTILIZER
Funk "6" Hybrids
Davisan Chemical Co.
DeKalb
Farm Bureau Co-op
Federal Chemical Ca.
Royster Guana
Sahia Chemical Co.
Spencer Chemical Co.
Swift Plant Faad
Allied Chemical
Narthrup-King

ANIMAL HEALTH
Anchor Serum
Geigy Agricultural Chemical
Hess & Clark,Inc.
Dr. Salsbury Labs

PETROLEUM PRODUCTS
Sinclair
Standard Oil Ca.
Sun Oil Co.
Ohio Oil Ca.
Pure Oil Ca.

MISCELLANEOUS
D-Can
Hanneggers Mills
Livestack of Omaha
Ohia Guernsey Breeders
Ohia Halstein Ass'n.
Ohio Rural Electric Caap Ass'n.
Ohia Wool Growers Ass'n.
Producers Livestack Ass'n.
Independent Livestack Ass'n.

. . . Why not join this group of satisfied advertisers?

"THE VOICE OF OHIO AGRICULTURE"
COLUMBUS - WORTHINGTON, OHIO
Represented by GILL-PERNA, INC.

WRFD 880 on radio

FARM SERVICE... *With A Meaning*



Left to right: William J. Kuhfuss, Pres., Illinois Agricultural Assn. (Farm Bureau); Dorsey Kirk, Master of Illinois State Grange; Norman Kraeft, WGN Farm Dir.; Ralph Bradley, Pres., Illinois Farmers Union; and Richard Grob, Pres., Association of Illinois Soil Conservation Districts.

An important program in WGN Radio's comprehensive schedule of farm service is the WGN "Farm Policy Outlook" series.

During recent weeks, WGN Farm Director, Norman Kraeft, has arranged for leaders of the American Farm Bureau, The National Grange and National Farmers Union to meet and discuss agriculture's problems—**for the first time on any public forum.**

On the first programs in this vital series, William Kuhfuss, President of the Illinois Agricultural Association (Farm Bureau), Dorsey Kirk, Master of the Illinois State Grange, and Ralph Bradley, President of the Illinois Farmers Union, joined Mr. Kraeft in two half hour discussions which resulted in agreement on eight points in the field of farm policy. Subsequent programs featured the leaders of the Indiana and Michigan Farm Bureau, Grange and Farmers Union, who also reached similar agreements on policy.

This is **farm service with a meaning**—another example of WGN Radio's continuing efforts to present the most constructive programs for the farmers of the great middlewest.

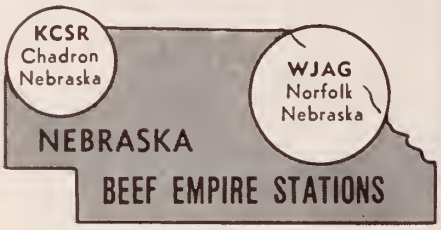
Daily WGN Farm programs include Milking Time, 5:30-6:00 A.M., Monday thru Friday; Country Fair, 12:10-1:00 P.M., Monday thru Saturday; Farm Market Reports, three times daily, Monday thru Friday.

WGN - Radio Chicago

First in Service — Reaching More Homes Than Any Other Chicago Station

WJAG-KCSR
Covering Nebraska's Rich Beef Empire

Where Agri-Business is Big Business



WJAG—Independent farm voice NE Nebraska since 1922. 29-county (NCS) market—1000 w.-780 K.C. — $498,675,000 Consumer Spendable Income—Retail Sales $424,447,000 —124,740 radio homes—42% more listeners.

KCSR—Chadron, Nebraska, "Beef Empire" market—$411,870,000 Consumer Spendable Income—$297,120,000 Retail Sales—70,540 radio homes. Commands 22% to 56% more "unduplicated homes."

Represented Nationally By
WALKER-RAWALT CO.
New York — Chicago — Boston
Kansas City — Los Angeles

KMA-960

Covers 67 Counties* In 4 Top Farm States

Radio KMA enjoys a 35-year history of service to agriculture in the nation's prosperous cornbelt. Listener loyalties developed over the years by KMA personalities pay off in sales for numerous top national advertisers. You're in good client company when you sell on KMA, the most trusted voice in midwest radio.

A big 69% of the people in these 67 counties live on high gross income farms or in small towns of 2,500 or less. Let your Petry man show you how to fill the metropolitan gap by using 960 in 1960.

*NCS #2

THE HEART BEAT OF THE CORN COUNTRY
SHENANDOAH, IOWA
5000 WATTS, 960 KC ABC
Affiliated with KMTV OMAHA

FARM RADIO



Dewey Compton (r.), farm director, KTRH Houston, reports on insect control program.

(Cont'd from p. 58)

every Saturday.

Homelite's Mr. McClellan declares, " Sales results from the radio advertising have been beyond expectations."

Homelite, a Division of Textron Inc.—On WLW Cincinnati, Homelite was a new advertiser in 1959. It bought Monday, Wednesday and Friday participations on *Choretime* (6 to 6:45 a.m.) and Tuesday, Thursday and Saturday participations on *Everybody's Farm* (11:30 to 12 noon).

Homelite now has the 15-minute sponsorship of the *Farm Roundup* show (6:45 to 7 a.m. on Saturday), with a contract extending from August 1959 to August 1960. Frederick Cristiano, Homelite district manager, has this to say about the radio use:

"Chain saws in the Midwest are big business, but it is only those who are willing to promote aggressively chain saws through all media who will discover this truth.

"Our biggest customer is the farmer, in that about 75 percent of our sales are made to this category. The other 25 percent represents the com-

(Cont'd on p. 62)

Common Mistakes in Buying Farm Radio

The following, submitted to U.S. RADIO by Bill Wiseman, sales manager, WOW Omaha, Neb., describes two common mistakes that timebuyers make in buying farm radio time:

"*Mistake No. 1.* Buyers who use the same approach to farmers in different sections of the country. There simply isn't such a thing (in national spot buying terms) as 'The Farmer.'

"The New England dairy or truck gardener or poultry raiser, the Deep South cotton farmer, the Texas range-cattle raiser, the California vegetable raiser, the Oregon (or Florida) fruit farmer—*have almost nothing in common* with the corn-wheat-meat-cattle family in the Midwest.

"National statistics on farm income, and buying habits, are worse than meaningless to the national spot buyer. Example: In 1958, the gross farm income in the WOW Nebraska-Iowa area was about $16,000 per farm, the national average figure was less than $7,500. Florida farmers grossed $200 million from poultry, but the rich farm (wheat) state of Kansas produced less than one-quarter of that volume. The use of national average data is a more grievous error than using no data at all.

"*Mistake No. 2.* It is almost humanly impossible for a buyer who lives near and works in a big city to understand the thinking of a Midwest farmer because their day-to-day existences are as different as night and day.

"The big city dweller may live in an apartment or suburban development with 50 other families close by. He rides to work in subways, eats in crowded restaurants and he talks (or at least sees) thousands of his fellow humans every day. He attends meetings, answers phones. He has literally thousands of distractions every day. His job forces him to make quick decisions. He is an *impulse* buyer.

"The Midwest farmer may go for days with no contact with other humans except his wife, his children, his hired help. His nearest neighbor may live a mile, or 10 miles away. Sure he sees cars racing past his farm on a superhighway endangering his livestock, his fences or his crops.

"Because of this kind of living, the farmer is cautious and deliberative over new people—and new products. He is *not* an impulse buyer. He must be sold through people he knows. He must be reached in a steady manner that gives him a chance to learn about a given product or service."









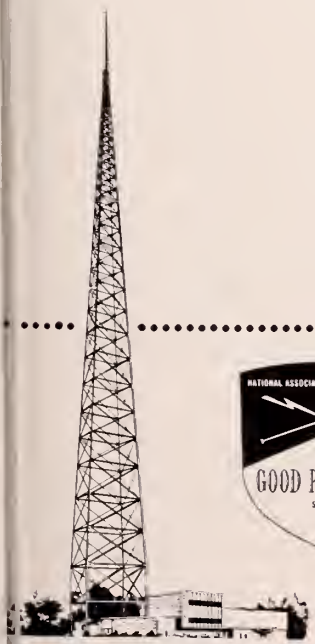
KCMO...50,000 watts of Farm Newspower

KCMO's farm newspower starts wherever the news is breaking . . . in a Kansas wheat field . . . a Missouri livestock feed lot . . . or a Congressman's office in Washington, D. C.

Its objective: Deliver today's farm news accurately, completely and instantaneously. There's no room for error nor omission—millions of dollars will be invested by Mid-America's nearly 200,000 farmers on the strength of the news they receive. That's why KCMO's Director of Agriculture, George Stephens, and Market Reporter, Paul Pippert, are so well listened-to by farmers. Farm-born and reared, these men are career farm journalists—skilled professionals who know what makes news on farms today, and how to get all of the story behind the story. And, behind them are the far-reaching newslines and special facilities of CBS and KCMO's world-wide network.

This special kind of newspower develops a big, strong audience that takes KCMO-sponsored 'round the world farm tours . . . raises better calves under the rules of a KCMO-sponsored contest . . . and takes pride in buying the products featured on KCMO.

Put your Mid-America farm money on KCMO — get the newspower that only KCMO can deliver.



The Tall Tower at Broadcasting House

CBS Radio and TV

NATIONAL ASSOCIATION OF BROADCASTERS GOOD PRACTICES STATION

SEAL OF GOOD PRACTICE TELEVISION CODE

Among those using KCMO's farm newspower right now to gain a bigger share of the market for their products are:

Ford Tractor

DX Sunray Oil Company

Massey-Ferguson Tractor

Ralston-Purina Chows

Quaker Oats Company

Murphy Products Co.

DeKalb Hybrid Seed Corn

Colonial Poultry Farms

KCMO • Radio • Television / Kansas City, Mo.

Represented nationally by Katz Agency

Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING magazines.

E. K. Hartenbower, Vice President and General Manager

R. W. Evans, Station Manager — Radio

Sid Tremble, Station Manager — TV

FARM RADIO

(Cont'd from p. 60)



Danny Williams (l), program director, WKY Oklahoma City, and Russell Pierson (r), farm director, present the station's monthly Farmer-Rancher award to Mr. and Mrs. J. G. Stratton.

mercial wood cutter, contractors and miscellaneous users. This being the case we realized very quickly that if we were to capture our share of this market, we must appeal directly to the farmer, using various approaches.

"Prior to 1958, we depended primarily upon newspapers, national publications and our own organization's promotions. In 1958, we used radio during the fall and winter months in order to reach the farmer who is interested in our product at this time only. The results were amazing. Our sales jumped approximately 33.33 percent over our sales of the previous year because we were using what, in our opinion, was the right program at the right time.

"The increase in sales which has been noted was for the Cincinnati district, but this program was used on a national basis and the results were so promising that the advertising department contracted for 52 weeks of advertising, blanketing the entire nation in 1959. This new program, which is now in effect, is definitely helping us show gains, and it is my belief that this medium will continue to be used in the future."

(Cont'd on p. 64)

Evaluation of Farm Director's Role

This report, submitted to U.S. RADIO by Jay Gould, farm service director, WOWO Fort Wayne, Ind., analyzes the modern farm director's position in relation to advertisers and potential advertisers:

"1. *The Farm Director's Place on the Air.* The tendency of sponsors to hope to have the farm director broadcast for no competitive product is based on a lack of understanding of the radio audience and its attitude towards the farm broadcaster, and on exactly what a farm broadcaster is and his significance to his audience. From a commercial standpoint his first job is to get, and hold, the largest possible number of potential customers so that they will hear the sales message. Secondly, he needs to keep the listener open-minded for that message. Once he has identified himself with a certain product, a very important degree of his authority as a source of farm information is lost. For example, say 10 percent of his audience are sold on the use of feed 'A.' If he tells all 100 percent that feed 'A' is the best in his opinion, then the 90 percent discount his message by thinking: 'Well, of course. He's a feed 'A' man.' And thus, he can no longer represent a source of objective agricultural information to that 90 percent of his audience. Thus, his 'getting and holding' ability as a farm authority is curtailed, and also, the effectiveness of the commercial itself is damaged.

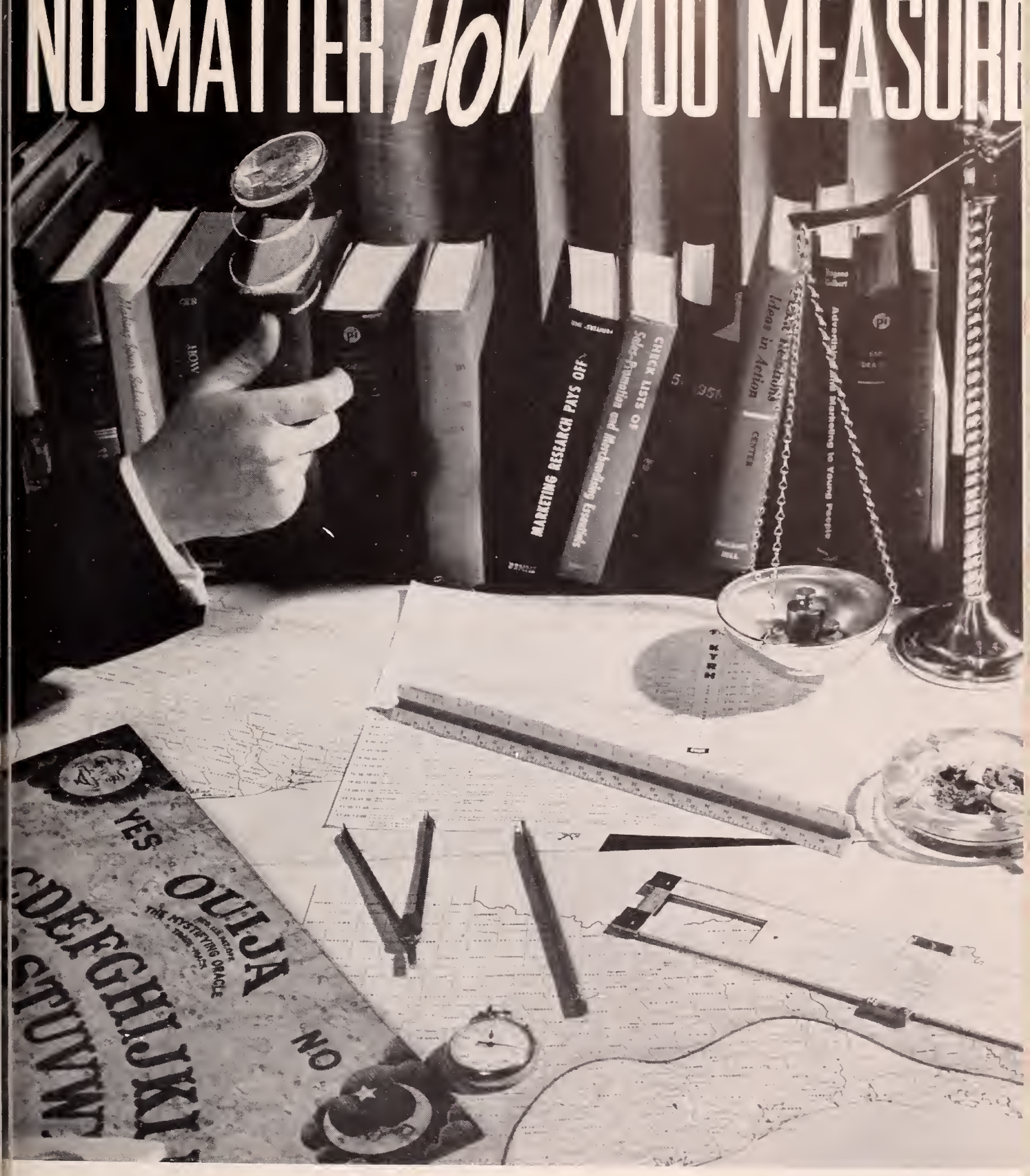
"Our clients need to realize that the commercial announcers on our farm programs are exceptionally well-trained in the business of farm selling—tops in this specialized type of commercial announcing.

"2. *Meaning and Value of Sponsored Commercial Time.* Farmers are big businessmen, with extremely high capitalization and high gross income, and such a narrow and fluctuating margin of profit that radio listening is an extremely important part of their successful management. They must have the news, the markets, the weather and up-to-the-minute information that *is* correct. And they *do* dial until they get it—at the time that they *can* listen. They also like entertainment and music and humor and thoughts—the same as other folks. But a program that holds farmers must serve them or they will dial. There must be time for that service, or the commercials will have no receivers. Farmers are aware of the time that is furnished to them for service by a sponsor, and it is wise to include in the format of sponsored time the mention of the fact that it is brought to the farmers as a service of the sponsor.

"3. *The Need for the Sponsor to be Aware of the Entire Program of Which He Is Sponsoring a Portion.* There is a dangerous tendency for clients to feel that their five or 10, or 15 minutes is a program. They ask air checks of their individual portion and evaluate it as such. The design of the whole farm program must be seen if a portion of it is to be understood and appreciated. For example, *The Little Red Barn* program which begins with Bob Sievers from the 'Farm House Kitchen,' and his unique telephone news service, music, chatter and sound effects, is followed at 5:30 by two hours at the Little Red Barn, with at least five men participating. This means much more to 'listener-holding' than any five- or 10-minute portion. The salesman needs to be familiar with the entire layout of a farm program and so, surely, does the sponsor of any portion of it.

"4. *The Unique Farm Sales Potential.* From the standpoint of sales, one farmer is worth many non-farm listeners.

"Other radio listeners who are non-farmers have only their *net* income to spend on the things radio advertisers sell. But practically everything the farmer buys with his entire income—and this means his gross income—is advertised on radio. A non-farmer with a $10,000 annual income has only $10,000 to buy with, but the farmer with the $10,000 net income will have from $50,000 to $75,000 for purchases.



KTRH

THE **AREA** STATION FOR SHARP TIME BUYERS*

Serving 60,000 square miles blanketing over 80 counties housing more than 4,000,000 people living in 1,200,000 radio household

HOUSTON, TEXAS • 50,000 WATTS • 740 KILOCYCLE

Represented Nationally by PETERS, GRIFFIN, WOODWARD, INC. *See ANY Area Surve

FARM RADIO

"We are making a concerted effort to convince advertisers of mass consumed products that farm programming offers a new untapped source of potential customers."

(Cont'd from p. 62)

Danville (Va.) Welding Co. (Meyers Water Pumps & Tanks)—In a 12-week campaign on WDVA Danville, Va., the firm used the *Frank Raymond Farm Hour*. It bought time between 5 and 5:30 a.m., Monday through Friday, at a total cost of $900. The results, according to WDVA, came to over 200 units and tanks sold, amounting to over $44,000 in sales. No other medium of advertising was used.

A. A. Walrod Bottled Gas — In April 1952, this Kennedy, N. Y., firm bought five participations a week on WJTN Jamestown, N. Y. During the winters of 1953 and 1954, Walrod reported that for the first time in its 30-year history orders and new customers for bottled gas were greater than its cancellations.

The store has since continued with a similar schedule on the *WJTN Farmer*, conducted by Doc Webster, station farm service director. In every season it has shown a steady increase in bottled and bulk gas installations and in appliance sales. Walrod credits the program for this steady flow of customers.

Massey-Ferguson Inc. — Early in 1959 the company started sponsorship on WNOX Knoxville, Tenn., of *The Voice From the Farm*, using 10 minutes on Monday, Wednesday and Friday. Cliff Allen, farm director, worked closely with local dealers. Several months after the start of the campaign one M-F dealer, Charles Sloan Implement Co., was first in sales in the nation and another outlet, White Brothers Farm Service, had climbed to the sixth national spot. Massey-Ferguson continues to sponsor the program.

Silent Glow Oil Burner Corp.— This company purchased a 27-week schedule on WTIC Hartford, Conn., to run three times a week on a rotating basis. One week announcements were heard on Monday, Wednesday and Friday, and the other week on Tuesday, Thursday and Saturday.

All spots were aired at approximately 5:33 a.m. during the early morning show of Frank Atwood, WTIC farm director. R. M. Sherman, president of Silent Glow Oil Burner Corp., had this to say after a commercial had been on the air a total of four times:

"Admitting that the broadcasts were very timely in view of the weather situation . . . plus the fact that radio is about the only medium with which you can spin on a dime, the results have been none the less phenomenal. You will be interested to know that equipment sales today, as a result of your broadcasts, far exceed the cost of the entire 27 weeks for which we are scheduled."

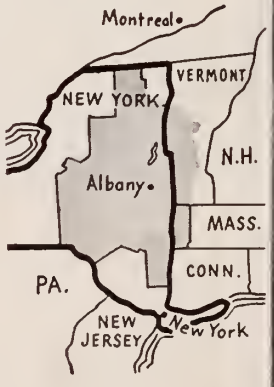
J. H. Furrow Farm Machinery Auction.—This firm, whenever its promotional funds will permit, advertises through spot announcements on WBT Charlotte, N. C., which is about 200 miles from its home in Sweetwater, Tenn. The auction firm has been a regular farm advertiser



These People Capture Listeners!

WGY offers advertisers a unique (for its area) opportunity to sell specific adult groups

Through personality shows such as the "Martha Brooks Show" and "Farm Paper of the Air," **WGY** captures specific and mature audience groups in its market area: Northeastern New York and Western New England. This varied programming earns top listenership among all adults—listeners who *spend the money* for your products. With spots on **WGY**, you can pinpoint your sales message to individual buying groups (farmers, housewives, sports fans, many others)—an advantage no competing station offers. Varied programming makes **WGY** your best area buy for a class *or* mass message. For availabilities, contact the Henry I. Christal Co. or **WGY**, Schenectady, N. Y. 982-15





50,000 Watts • NBC Affiliate • 810 Kilocycles

A GENERAL ELECTRIC STATION

on the station since 1952 and this is what Mr. Furrow says of his radio use:

"I am happy to inform you that the advertising I have done through WBT has proved most effective. The attendance at my sales has been good. I have received numerous letters and phone calls from both Carolinas, Virginia and West Virginia, Kentucky, Georgia and parts of east Tennessee."

NURSERIES

Zollar Nursery — In a campaign on WHFB Benton Harbor, Mich., this firm offered certified strawberry plants to area growers. The purchase comprised three spots a week for a six-week period. At the end of the second week, the nurseryman requested that the station cancel the remainder of the spots because he had sold out his entire stock of a million certified plants and had taken orders for another 250,000 for next season's delivery. This was the only advertising used, with a total cost of $18.

Fields Nursery — Until 1959, this firm had been spending all its money on newspapers in 14 weeklies and one daily. From February to July of that year, Fields bought a schedule on KGNO Dodge City, Kan., using two spots a week during its heavy season. The schedule ran for 20 weeks at a cost of $308 (the newspaper budget for the busy season formerly amounted to $500). The results? 1959 sales were about 40 percent higher than the previous year.

FEED

Ralston-Purina Chows—The company has been a steady advertiser on KCMO Kansas City, Mo., since 1954. It has sponsored *Farm News* with George Stephens, from 12:10 to 12:20 p.m., Monday through Saturday since January 4, 1954. The most recent contract, running through December 31, 1960, has just been renewed at a total cost of $330 weekly. The company declares that each year it has had the program tonnage sales have increased.

P. J. Osterling Inc. — This local feed manufacturer ran a two-week promotion on WISR Butler, Pa., using four spots daily. The initial campaign featured the company's new dog food. The drive resulted in a "quadrupling" of dog food busi-

Sampling

Replies from the following stations were received for the farm survey:

KCMO Kansas City, Mo.
KDHL Faribault, Minn.
KFEQ St. Joseph, Mo.
KFH Wichita, Kan.
KFKA Greeley, Colo.
KFRE Fresno, Calif.
KFYO Lubbock, Tex.
KGNC Amarillo, Tex.
KGNO Dodge City, Kan.
KIOA Des Moines, Ia.
KLIK Jefferson City, Mo.
KMA Shenandoah, Ia.
KMMJ Grand Island, Neb.
KMOX St. Louis, Mo.
KOTA Rapid City, S. D.
KPRC Houston, Tex.
KRLD Dallas, Tex.
KRVN Lexington, Neb.
KSUM Fairmont, Minn.
KTHS Little Rock, Ark.
KTRH Houston, Tex.
KVOO Tulsa, Okla.
KWFT Wichita Falls, Tex.
KWKH Shreveport, La.
KWTO Springfield, Mo.
KXXX Colby, Kan.
WAVE Louisville, Ky.
WBAL Baltimore, Md.
WBT Charlotte, N. C.
WCAU Philadelphia, Pa.
WCCO Minneapolis, Minn.
WCSH Portland, Me.
WDAF Kansas City, Mo.
WDAY Fargo, N. D.
WDVA Danville, Va.
WEEX Eastan, Pa.
WFAA Dallas, Tex.
WFBM Indianapolis, Ind.
WGAR Cleveland, O.
WGN Chicaga
WGY Schenectady, N. Y.
WHDH Boston, Mass.
WHFB Benton Harbor, Mich.
WHO Des Moines, Ia.
WIBW Topeka, Kan.
WIOU Kakomo, Ind.
WISR Butler, Pa.
WJAG Narfolk, Neb.
WJDX Jackson, Miss.
WJTN Jamestown, N. Y.
WKJG Fort Wayne, Ind.
WKOW Madison, Wisc.
WKY Oklahoma City, Okla.
WLW Cincinnati, O.
WMBD Pearia, Ill.
WMC Memphis, Tenn.
WNAX Yankton, S. D.
WNOX Knoxville, Tenn.
WOAI San Antonio, Tex.
WOW Omaha, Neb.
WOWO Fort Wayne, Ind.
WPTF Raleigh, N. C.
WRFD Worthington, O.
WSAZ Huntington, W. Va.
WSB Atlanta, Ga.
WTAX Springfield, Ill.
WTIC Hartford, Conn.
WVLN Olney, Ill.
WWL New Orleans, La.

Farm Advertisers

The following is a partial list of national and regional farm advertisers as reported in station questionnaires:

Allied Mills
American Cyanamid
American Poultry Journal
American Salt
American Steel & Wire
Ames Hybrid Chicks
Armour & Co.
Black, Sivalls & Bryson
J. I. Case
Chattanooga Medicine
Chemagro
Chilean Nitrate
Churchman Mfg.
Coker Seed Co.
Commercial Solvents
DeKalb Agricultural
Derby Oil
Dr. Pierce's Proprietaries
Dr. Salisbury's Labs
D-X Sunray Oil
Esso Weed Killer
Ford Tractors
Ful-O-Pep
Funk Seed
Hercules Powder
Hess & Clark
Homelite Chain Saws
Internatianal Harvester
Kendall Mills Milk Filters
Massey-Ferguson
McCulloch Chain Saws
Merck
Minneapalis Moline
Monsanto
Myzon
Nutrena
Oyster Shell Products
Pennsylvania Salt
Pfister
Pfizer
Plymouth Cordage
Quaker Oats Feeds
Ralston-Purina Feeds
Sterling Drug (d-Con)
U. S. Rubber
Virginia-Caralina Chemical
Willard Tablet Co.

ness and a continuation of the radio advertising.

EXCHANGES & MARKETS

Sturgis (S. D.) Livestock Exchange—Using KOTA Rapid City, S. D., for the past 15 years, the exchange has been sponsoring the *Livestock Market Summary* (7:20 to 7:25 a.m.) Monday through Friday. The client reports selling 72,000 head of cattle during 1959, an increase of 13,500 over 1958. This was the largest dollar volume in the history of the exchange.

Durham (N. C.) Tobacco Market—This organization has been using a 15-minute interview program during the market season, which usually runs from Labor Day to around Thanksgiving. The program is heard at 12:30 p.m., Monday through Friday. R. C. Rankin, supervisor of sales of the tobacco market, conducts interviews on the show with farmers who tell what price they got for their tobacco and how long they have been selling in the market.

Mr. Rankin expresses these views about the radio use: "Everyone connected with the Durham market gives radio credit for most of our gain. . . . We base the above statement on the fact that we have polled hundreds of tobacco farmers personally. . . . Our warehousemen consider the time over WPTF a most profitable investment and you can consider this letter a contract for the same time, to begin near the same dates, during the 1960 tobacco marketing season."

HATCHERIES

DeKalb Agricultural Association—DeKalb hatchery has been sponsoring the *Jolley Farm News* (12:05 to 12:15 p.m.) on KRLD Dallas three days a week. The campaign runs eight to ten months a year with a total budget of between $15,000 and $20,000. The agency for DeKalb had this to say about the program's effectiveness: "We have found A. B. Jolley more than anxious to cooperate with our sales organization in the field and always ready to obtain localized news which has made the program *exceedingly effective*. . . . He has never failed to appear before our dealer meetings and has originated many worthwhile ideas that have consistently paid off."

SERVICES

Farm Bureau Cooperative—This organization has been using the 5:05 to 5:20 a.m. *Farm Show* on WEEX Easton, Pa., and is completing its second year of full sponsorship of the 12 to 12:10 p.m. news costing $65 per week. The results have justified the addition of eighteen 10-second spots costing $34.20 per week.

"A Practical Cotton Insect Control Program" Booklet—Last spring, Marvin Vines, farm director of KTHS Little Rock, Ark., offered this booklet over the air. Using thirty 20-second announcements, 3,152 requests were received from Arkansas cotton growers.

SAVINGS

Southwestern Savings Association—In June 1959, the savings and loan institution decided to try to develop the farm market. Because of budget problems at the time, they purchased a series of six spot adjacencies to morning and noon farm time. The response proved "overwhelming." But the important plus was that the company found that the accounts from the farm audience were in greater amounts than those received from urban or metropolitan accounts. They also found they received added response from the metropolitan group because of the "farm" advertising. These results led the savings association in 1960 to sign a 52-week contract using a combination of farm programs and spot announcements to reach this audience.

CHEMICAL

Merck Chemical Division—On August 31, 1959, this company started a schedule on WGN Chicago of three 1-minute spots per week on *Country Fair* (12:10 to 1 p.m.). Due to the success of the campaign, Merck enlarged its schedule as of last January 4 to five 5-minute shows per week for 52 weeks. • • •

There's only one full-time
Farm Director in Central Illinois



Emil "Farmer" Bill
with
11½ hours Farm Programming Weekly
on
WMBD
First in Farm Service — First in the Heart of Illinois
Radio Peoria

report on FM

41 Percent of Greater Detroit Households Can Receive Fm

Activity on all fm fronts continues brisk as advertisers and stations probe, prod and explore the current and future possibilities of this still developing medium.

Adding another dimension to its "Fm Radio Receivers Study" (see *Report on Fm,* November 1959), WLDM Detroit reports on its new "Fm Ownership Study," conducted by Independent Research Measurements, East Lansing, Mich.

Covering the greater Detroit and surrounding "extended metropolitan" area, the study shows that 41.4 percent of all households surveyed are able to receive fm radio. There is "no statistically significant difference" between urban and suburban areas in the number of fm radio households, according to the study. The report shows that 39.6 percent in greater Detroit receive fm radio, and 44.4 percent in the extended metropolitan area.

Based on a systematic sample of 1,452 telephone households, the study points to a number of areas in which there is little or no difference between the fm and non-fm household. Fm households and non-fm households have approximately the same number of members, according to the survey. For example, in households with three to four members, 40.8 percent receive fm and 41.4 percent do not. In terms of automobile ownership, 59.4 percent of the fm households have one auto, and 60.5 percent non-fm households have a single auto. Two autos are owned by 25.3 percent of the fm households, and 23.2 percent of the non-fm families.

Another area of similarity between the fm and non-fm family is the type of dwelling. The survey shows that 84 percent of the fm families live in private homes and 12.7 percent in multiple dwellings. In the non-fm group, 83.1 percent reside in homes, and 11.9 percent in multiple dwellings. Home ownership, the survey shows, breaks down as follows: 77.9 percent of fm families own their home, and 74.1 percent of non-fm families are home owners. In the extended metropolitan area, however, there is greater home ownership "to a statistically significant degree" among fm households (88.5 percent) than among non-fm households (81.7 percent.)

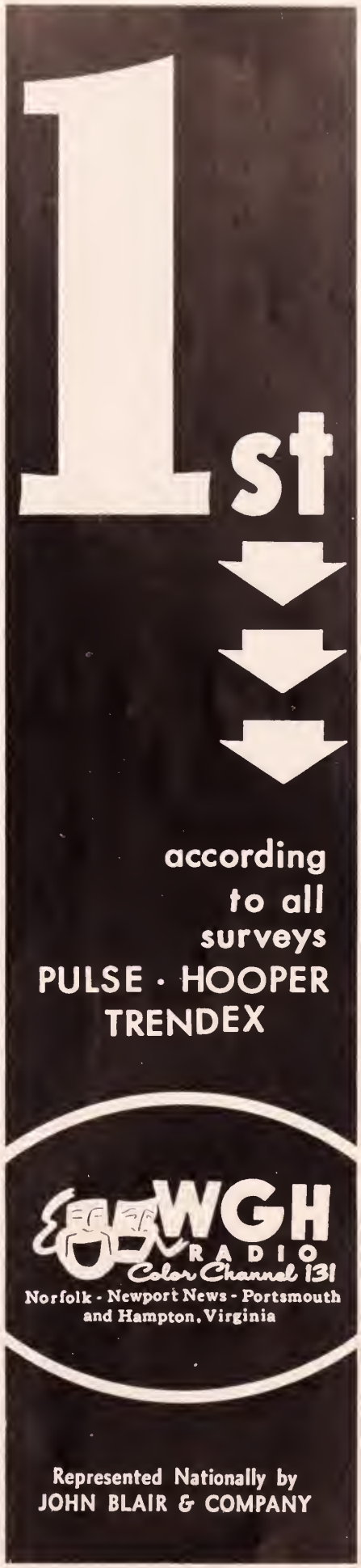
Fm Activity

KYA-FM San Francisco has teamed up with its sister am station to provide "full-time, compatible stereophonic broadcasting." The new policy of broadcasting in stereo every record played that is released in stereo, according to Morton J. Wagner, KYA general manager, "means that the station increases its fm hours to the full broadcast day as well."

Mr. Wagner says that the slogan for the innovation is "If it's made in stereo, it'll be played in stereo." Although the dual channel programming is currently being limited to musical selections, Mr. Wagner explains that "commercials, jingles and games are next" to get the stereo treatment.

A quick cross-country hop reveals that WABC-FM New York is now offering separate programming from 6 p.m. to midnight. In making the announcement, Ben Hoberman, general manager, says the decision to switch over to separate programming is "the result of increased interest in fm by listeners in the New York area." Mr. Hoberman states that 56.5 percent of the homes in the metropolitan New York area have fm sets.

An indication of the high level of advertiser interest in the WABC-FM move is seen in the report that more than 60 percent of the available time was sold before the separate fm operation went into effect. The majority of the advertisers, WABC-FM reports, bought programs rather than spots, with many of the clients signing up for 52-week runs. • • •



TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...



★ *U.S. RADIO*

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- **ONE YEAR $3.00**
- **TWO YEARS $5.00**

WRITE CIRCULATION DEPARTMENT

U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

report from networks



► **NBC:**

Three top management posts at NBC Radio will be in the hands of new occupants by the first of next month. William K. McDaniel has been named vice president in charge of the network. He succeeds Matthew J. Culligan, who has joined McCann-Erickson Inc., New York.

Two veteran NBC executives have also been assigned new duties. George A. Graham Jr. has been promoted to vice president and general manager, and William F. Fairbanks to director of sales. Previously sales planning vice president, Mr. Graham will retain his responsibilities in the area of sales development, sales presentations and sales service and traffic.

Net sales totaling $3 million were rung up last month, including $1.7 million in new business, according to Mr. McDaniel. Highlights of the new buys included a 20-week segment contracted by Purolator Products, Inc.; two 13-week buys from Electric Auto-Lite Co., and a 39-week run by Ex-Lax, Inc. Renewals came in from American Motors, Radio Corporation of America, Wagner Electric Corp. and the General Insurance Co.

► **CBS:**

CBS is bringing two more high calibre show business personalities into its daily daytime radio schedule. Bing Crosby and Rosemary Clooney have been signed for a daily 10-minute show, Howard G. Barnes, vice president in charge of network programs for CBS Radio, announces. General Electric is the first participating sponsor signed for the show.

Show's format will include specially prepared "musical and conversational material . . . aimed directly at the feminine daytime home audience." Crosby and Clooney round out a two-hour block of network time featuring Arthur Godfrey, Art Linkletter and Garry Moore.

► **ABC:**

A five-minute daily strip devoted to a serious discussion of the problems to be encountered in the space age is being launched this month over ABC Radio. Called *Space Scope,* the first participating sponsor signed for the series is the Martin Co., Baltimore, manufacturers of military aircraft, missiles and rockets.

Signing up for once-a-week sponsorship, on a 13-week basis, Martin's messages will be of an institutional nature, discussing such subjects as the nation's educational problems, space exploration considerations, basic scientific problems and importance of basic research.

It is interesting to note that Martin, through its separately operated Research Institute, is cooperating with Dan Peterson in producing the show for ABC. Mr. Peterson will also narrate the show. Format will consist of commentary and interviews with leading scientists and others involved in space age problems.

A little closer to earth, ABC Radio reports that its *Weekend News* is 100 percent sold out through next May. The daily version, *Weekday News,* reports 80 percent sponsorship.

► **Keystone:**

Keystone Broadcasting System is celebrating its 20th anniversary. During that period, the network grew from an original 98 affiliates to its present 1,090 affiliated stations.

Commenting on the growth of his organization, President Sidney J. Wolf says that "the national advertiser now realizes the importance of the rural markets and recognizes the necessity of using radio exclusively. In 1941 we had three advertisers, and we now have over 100 national advertised products currently using the Keystone Broadcasting System."

Mr. Wolf points out that Keystone has shown an increase in sales each succeeding year, and that 1960 will probably "set a record as the largest year in history." • • •

report from Canada

Canada's Private Network Gets Go Ahead From BBG

The first privately owned network to operate in Canada since the formation of the present Canadian Broadcasting Company is now attempting to establish a daily half-hour schedule.

Authorized by the Board of Broadcast Governors to operate on an experimental basis last April, the network developed as the result of the recommendation of the Fowler Royal Commission of Broadcasting in Canada. A request is now before the BBG for a three-year license that would enable the network to invest the capital necessary for expansion.

The network, the Atlantic Broadcasting System, is a regional grouping that consists of six stations in the three Maritime Provinces of New Brunswick, Nova Scotia and Prince Edward Island. The stations are CFNB Fredericton N. B., CKCW Moncton N. B., CFCY Charlottetown P. E. I., CFBC Saint John N. B., CHNS Halifax N. S. and CJCB Sydney N. S.

Tom Tonner, network coordinator based in Moncton, points out that private broadcasters have been urging the development of private networks in Canada. "A regional network such as ABS," he says, "has two notable advantages to offer the broadcasting industry.

"First, a network system enables private stations to pool their resources to develop live local talent. The cost of this kind of exploitation is prohibitive for a single station. It is feasible for a group of stations sharing the financial burden.

"Secondly, the network offers another outlet for the exchange of viewpoints within the Maritime Provinces. This means, for example, that one commentator can be heard throughout the area on any subject of regional interest. And this exchange can originate from any of the six stations in the network. This was not possible when the stations were operating independently."

The ABS should prove of value to local, regional and national advertisers, too, says Mr. Tonner. Both its coverage and its potential audience include an impressive share of the Maritime population.

In its coverage the six stations are within the reach of 98 percent of the inhabitants of the region. This is a conclusion drawn from a mail survey undertaken by the network.

A mail request survey taken on audience potential at the time of the light heavyweight title fight between Archie Moore and Yvon Durelle in Montreal last August showed equally impressive figures. Mr. Tonner explains that of the 342,000 households counted in the area by the Dominion Bureau of Statistics, it was estimated that 319,000 were listening to the fight.

An Impressive Audience

"Admittedly, the program had exceptional appeal," declares Mr. Tonner, "but 93 percent of all the households in the area listening to one program makes an impressive audience at any time."

"We feel that national advertisers would be interested in a network buy with this coverage and audience potential," he says. "They can deal with one company, work from a single rate card, and still get the extensive exposure they demand.

"The audience reaction has not been overly enthusiastic as yet," says Mr. Tonner, "which is one of the reasons we would like to expand our staff and services. We work on the assumption that if you offer something worthwhile, you'll have a receptive audience. We hope to be able to offer high quality programs of particular interest to our Maritime audience." • • •



A SILVER SPOON IS NOT ENOUGH

She may be born with "advantages" and raised with love—but there still can be plenty lacking. That is, if the school she goes to isn't good enough. Crowded classrooms, unqualified teachers, outdated equipment, inadequate curriculum—any one of these can shortchange your child's education and her future. Look into the quality of the schools she'll attend—work through your local committees or your School Board for their improvement. Doesn't she deserve the best?

Yardsticks for Public Schools

FREE BOOKLET! Measure the *quality* of education offered in your child's school. Find out how it compares with the best in the country ...how you can make it better. For your copy—and free guidance on many school problems—write: Better Schools, 9 East 40th Street, New York 16, New York.

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

MORE CARS
ARE SOLD ON
LONG ISLAND
THAN IN SEATTLE,
SAN ANTONIO AND
SALT LAKE CITY...
PUT TOGETHER!

AUTO STORE SALES
$408,969,000
(Sales Mgt.)

WHLI

Dominates the Major Long Island Market (Nassau)
... Delivers MORE Audience than any other
Network or Independent Station!
(Pulse)

10,000 WATTS
WHLI
AM 1100
FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of long island

Represented by Gill-Perna

radio research

Pulse Confirms Growth Of Out-of-Home Listening

Out-of-home listening's contribution to the total radio picture during the summer of 1959 reached record peaks, according to the recently published results of out-of-home studies conducted by The Pulse Inc., covering 29 major markets.

A substantial 30.5 percent was added to the in-home listening totals during the warm weather months by listeners who took their radio with them, Dr. Sydney Roslow, director of Pulse, states. This figure compares with 28.3 percent in 1958 and 25.7 percent in 1957, shown in previous Pulse studies.

In terms of actual audience size, Dr. Roslow says, five percent of all radio families reported listening in automobiles, at work, or in other away-from-home places during the average one-quarter hour between 6 a.m. to midnight. Projecting these results on a national scale, he states, "The out-of-home audience during the past summer added 2,524,000 families to the listening audience during the average quarter hour, with the figure considerably higher during many periods of the day." With the growing popularity of small transistor radios, he maintains "there is every reason to believe that listening away from home will continue on the upgrade in the future."

A summary of the individual market results is found in the chart below. • • •

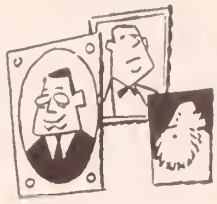
In-Home and Out-of-Home Radio Listening— Summer 1959*

(All Areas surveyed during July-August 1959 except where otherwise noted)[1]

	Homes Using Radio (Summer '59)	Homes With-Out-of-Home Listening (Summer '59)	(Summer '58)	Total Audience (Summer '59)	% Added by Out-of-Home Listening (Summer '59)
Atlanta	15.2	4.5	4.5	19.7	29.6
Baltimore	13.4	4.3	4.6	17.7	32.1
Birmingham	15.5	4.5	4.4	19.0	29.0
Boston	16.4	5.6	5.3	22.0	34.1
Buffalo	16.4	4.7	4.5	21.1	28.7
Chicago	16.1	5.0	5.2	21.1	31.1
Cincinnati	13.0	4.5	4.6	17.5	34.6
Cleveland	14.0	4.3	(a)	18.3	30.7
Columbus, O.	16.3	4.4	4.6	20.7	27.0
Dallas	16.5	4.9	4.3	21.4	29.7
Detroit	14.3	4.7	4.4	19.0	32.9
Fort Worth	15.6	4.7	3.9	20.3	30.1
Houston	16.7	4.5	4.5	21.2	26.9
Kansas City	16.8	5.0	4.9	21.8	29.8
Los Angeles	17.9	5.4	5.3	23.3	30.2
Miami	18.5	4.8	4.9	23.3	25.9
Milwaukee	17.3	5.2	4.2	22.5	30.1
Minneapolis-St. Paul	17.1	4.3	4.8	21.4	25.1
New Orleans	16.0	3.6	4.1	19.6	22.5
New York	16.3	5.7	5.4	22.0	35.0
Philadelphia	17.8	3.9	4.2	21.7	21.9
Pittsburgh	15.6	4.4	4.2	20.0	28.2
Portland, Ore. (June-July)[2]	18.2	5.1	4.2	23.3	28.0
Richmond	15.3	5.0	4.5	20.3	32.7
St. Louis	16.9	4.6	4.6	21.5	27.2
San Diego	16.8	5.1	4.5	21.9	30.4
San Francisco	18.4	5.5	5.2	23.9	29.9
Seattle	17.8	4.6	4.7	22.4	25.8
Washington	15.1	4.6	4.5	19.7	30.5
Average, 29 Markets	16.4	5.0		21.4	30.5%

*Figures on "homes using radio" cover 6 AM to Midnight, Sunday-thru-Saturday. All figures expressed as % of radio families surveyed.
[1]Miami, Portland (Ore.) . . . June-July Chicago, New York, Wash. . . . August only.
[2]Rating based on Monday-Friday only.
(a) 1958 figures not available.

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

Vincent J. Daraio, formerly in charge of the purchase of broadcast media, appointed account exec., Hicks & Greist Inc., New York.

Ann Smith, previously radio-tv director of The Ralph H. Jones Co., Cincinnati, moves to Farson, Huff & Northlich Inc. as media director.

Richard Mercer and **Harold Longman,** tv-radio copy supervisors at BBDO Inc., New York, elected v.p.'s.

Jack J. Dash, formerly president and gen. mgr. of WBCB Levitttown, Pa., joins Gresh & Kramer, Philadelphia, as exec. v.p.

Hal Davis, independent tv producer-director for the past two years, joins Sudler & Hennessey Inc., New York, as director of radio and tv.

Milton L. Price, formerly brand mgr. (new products) for Helene Curtis Industries, Chicago, appointed account exec. Mogul Williams & Saylor Inc., New York.

Allen F. Flouton and **Jack P. Rees,** both senior v.p.'s at Compton Advertising Inc., New York, elected exec. v.p.'s.

Harvey Victor and **Edgar Rose,** formerly account exec's at Jay Victor & Associates Inc., Newark, N. J., named v.p.'s.

Len Carey, formerly of BBDO Inc., New York, appointed exec. v.p. at C. J. LaRoche & Co.

Gene Del Bianco promoted to broadcast media manager, Harold Cabot & Co., Boston.

John P. Atherton promoted to v.p., Kastor, Chesley, Clifford & Atherton Inc., New York.

Barton A. Cummings, formerly v.p. and senior account service supervisor, McCann-Erickson Inc., New York, joins Compton Advertising Inc., as v.p. and asst. to pres.

STATIONS

Anthony Hartman formerly account exec. at WJZ-TV Baltimore, joins WICE Providence, R. I., as local sales mgr.

Louis Wolfson, previously v.p., WLOS Asheville, N. C., reassigned to WFGA Jacksonville as v.p.

Bob DeBardelaben, former assistant mgr., WKIX Raleigh, named gen. mgr., WLAQ Rome, Ga.

Robert S. Tyrol, gen. sales mgr., WTIC Hartford, Conn., promoted to v.p.

Alexander S. Klein, Jr., formerly national sales mgr., WDAS Philadelphia, appointed v.p. and gen. sales mgr., WTEL Philadelphia.

Henry H. Franz, local sales mgr., WFBM Indianapolis, appointed sales mgr.

Art Arkalian, previously sales mgr., WERC Erie, Pa., named station mgr.

Denman F. Jacobson, local sales mgr., WWJ Detroit, promoted to sales mgr.

H. Shelton Earp, gen. mgr., WBMD Baltimore, moves to WWIN Baltimore in the same capacity.

Shel Singer, formerly production mgr. of KRDO-AM-TV Colorado Springs, Colo., named manager of the radio station.

Stanley H. Edwards, sales mgr. of WTRY Albany, N. Y., promoted to station mgr.

Hillis Bell, account exec. at KAKC Tulsa, named sales mgr., KIOA Des Moines.

James E. Bailey, veteran Storer Broadcasting Co. executive, named managing director, WJW Cleveland.

Earl Burnam, formerly gen. mgr. KSYD Wichita Falls, Tex., named mgr. KBOX Dallas.

Joseph A. Macchia named national acct. exec., WGBI Scranton. He was formerly an acct. exec. with WARM.

Bob Kiley named acct. exec. WISH Indianapolis. He was formerly on sales staff of Gerber Products.

REPRESENTATIVES

Martin L. Percival promoted to eastern sales mgr., radio division, for Edward Petry & Co., New York.

Richard C. Arbuckle, v.p. and midwestern sales mgr. of Robert E. Eastman & Co., New York, named exec. v.p.

George Dubinetz of the Chicago sales staff appointed v.p.

Max Friedman named eastern sales manager for H-R Representatives Inc., New York.

Robert E. Stuart joins Clarke Brown Co., Dallas, as manager of the firm's New Orleans office. He was with CBS Television Film Sales, Dallas.

John A. Thackaberry appointed manager of Los Angeles office, Robert E. Eastman & Co., Inc., New York.

Morton A. Barrett, formerly director of research and sales development dept., The Bolling Co., Inc., New York, promoted to v.p. and Chicago office mgr.

NETWORKS

Ernest Lee Jahncke Jr., formerly v.p. and asst. to the president, Edward Petry & Co., New York, named director, standards, of NBC.

Alfred R. Beckman, formerly v.p. in charge of tv station relations, ABC-TV, appointed v.p. in charge of the Washington, D. C., office for ABC.

B. P. Timothy, formerly secretary and board member of Avery-Knodel Inc., named account exec. at MBS.


Rose


Klein


Daraio


Percival


Singer


Edwards


Franz


Burnam

EDITORIAL



. . . dynamics of farm radio

HEALTHY OUTLOOK

The current year has all the earmarks of a generally prosperous one for farm radio, following on the heels of a healthy 1959. (See *New Seeds for Farm Programming*, p. 23.)

One does not have to search long for the reasons that are contributing to the optimistic outlook. In many respects, farm radio represents one of the "purest" examples of the vitality the sound medium is capable of.

It is a hometown medium that is providing news, information and service to an audience that can't get these things from any other source so quickly, authoritatively and in so many different locations. It is a medium that has befriended its listeners and is a companion, almost a member of the family.

ADJUSTS TO NEW DEMANDS

It is a medium that has been dynamic in its adjustment to new demands. It has accepted the challenge of providing astute programming to a listener who is a professional and has turned the challenge into financial opportunity.

It is daily providing the kind of advertiser follow-through and support throughout its coverage area that can serve as a model for any medium.

The popularity of farm radio with farm advertisers is well documented. Some stations in basically agricultural areas report they often "fight the temptation" to increase farm programming time because of the potential business they feel is there.

In this regard, it is significant to note that farm stations have been pressing hard for the use of farm-directed radio by standard *consumer* advertisers. The underlying thought is that farmers are not only users of farm products and services, but are also big buyers of consumer products (from freezers to cars).

Some progress has been reported in this campaign, but the big job is still ahead. What is really needed is an awareness by agencies and advertisers of market research that is already available.

PROGRAMMING ISSUES

The extent to which farm radio has adapted to new challenges is mirrored in certain developments in programming.

For one thing, this past year there has been much discussion over attempts to capsulize farm information into shorter segments.

Although it has not yet gained complete industry recognition by any means, a number of stations are giving it a try. Some have reported definite successes with the technique.

Another development has been the broadening of farm programming to include a "consumer's" angle and to provide information for the suburban home-owner and gardener.

This ability to experiment and develop in order to improve service is probably the most important factor in farm radio's stability.

TO SELL

TO SELL Your Products and Services in the SECOND LARGEST MARKET WEST OF THE MISSISSIPPI!

TO SELL Your Products and Services in the 4TH RANKING METROPOLITAN MARKET IN THE NATION.

A TOTAL MARKET LARGER THAN THE PHILADELPHIA METROPOLITAN AREA

A MARKET OF... **4,606,100** PROSPEROUS PEOPLE

1,326,140 HOUSEHOLDERS

$5,746,650,000.00 ANNUAL RETAIL SALES

IT TAKES THE NATION'S LARGEST REGIONAL NETWORK

INTERMOUNTAIN NETWORK

IFTY LOCAL *Radio Stations,* overing a five state area f Colorado, Utah, Idaho, Montana, Wyoming and ortions of Nevada, South akota, Nebraska and lew Mexico.

ONLY INTERMOUNTAIN NETWORK, WITH STATIONS LOCATED WHERE PEOPLE LIVE... LISTEN... AND BUY... CAN REACH THIS TOTAL MARKET.

They Listen!

Proof... the largest, most comprehensive Pulse Study ever made. Ask Avery-Knodel to show you Pulse, 45 Markets, 7 States, Jan.-Feb., 1959.

They Buy!

The Mountain States area in 1959 is ranked in the top three among eleven regions in the country in both per capita and per household retail sales.

NLY INTERMOUNTAIN NETWORK
lo other advertising medium can successfully sell our products and your services in this fast rowing and prosperous market.

ONLY INTERMOUNTAIN NETWORK
can sell your products and services because it delivers your sales message to the people where they Live... Listen... and Buy.

IMN-PACT
ITER MOUNTAIN
ETWORK AFFILIATE

INTERMOUNTAIN NETWORK

Ask Your Avery-Knodel Representative

146 South Main
Salt Lake City, Utah



1771 -N- ST NW
WASHINGTON 6 D C SUB 1
USR D5-19-39-1275-21R

* WILLIAM V. STEWART, PRESIDENT

DETAILS Daren F. McGavren Company - Representatives

or buyers and sellers of radio advertising

U.S. RADIO

VOL. 4 — NO. 3

MARCH 1960

35 CENTS

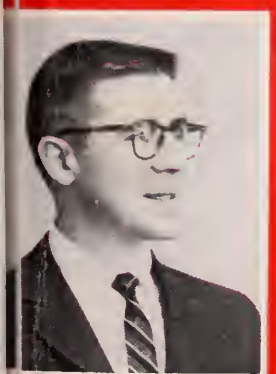


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t on Radio Highlights
r April Convention
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a and Panel Ready
larch Radio Meeting
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Edward Jones

ton Watch Reports
ant Results From
Music Programming
page 36

This is the spot for a commercial



KOB ..... Albuquerque
WSB ..... Atlanta
WGR ..... Buffalo
WGN ..... Chicago
WFAA .. Dallas—Ft. Worth
WKMH ..... Detroit
KPRC ..... Houston
KARK .....Little Rock
WINZ ..... Miami
WISN ..... Milwaukee
KSTP.Minneapolis—St. Paul
WTAR ..... Norfolk
KFAB ..... Omaha
WIP ..... Philadelphia
KPOJ ..... Portland
WJAR ..... Providence
WRNL ..... Richmond
KCRA ..... Sacramento
WOAI .....San Antonio
KFMB .....San Diego
KOBY .....San Francisco
KMA ..... Shenandoah
KREM ..... Spokane
WGTO ....Tampa—Orlando
KVOO ..... Tulsa

His hobby may be missiles, but he's not missing *your* message! Such receptivity means only one thing: he'll buy a lot of what you sell when you sell him via Spot Radio on these great stations.

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK · CHICAGO · ATLANTA · BOSTON · DALLAS · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOU

Transition from PANDEMONIUM to Tranquility



"What a day this has been—and this last hour has been murder. Let's see, spot number 36 is on that ET—must cue this one up before the newsman calls for the break. Oh, I almost forgot—spot 37 follows the ET and it's on that tape we recorded yesterday. Now where in the world is that tape? With all these tape reels and discs cluttering the control room I'm lucky to find anything. OH-OH—time for the ET spot . . . tape is next . . . seconds ticking by . . . (10-9-8-7-6-) oh good grief . . . where is it . . . "(3-2-1-silence).



"Our station now uses a Gates Spot Tape Recorder, and as far as I'M concerned, this is the greatest thing since the invention of the microphone. Operation is simple and exact—select the announcement, theme, jingle, station break or whatever you might earlier record, by moving the index lever to any of the 101 tape spaces, push the button and Spot Tape does the rest, including rewind and cue up for the next spot to be played. Pre-recorded announcements are no longer on one long tape reel or in little tape packages. With Spot Tape, cueing is no problem as it is done for you, logging is simplified, and small tape packages or cartridges are not cluttering the control room."

GATES

Spot Tape Recorder



Gates is offering o new color brochure, describing each exclusive feature of the new Spot Tape Recorder in detail. Why don't you write for your copy todoy . . no obligation, of course.

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in:
HOUSTON, WASHINGTON, D.C.

International division:
13 EAST 40th STREET, NEW YORK CITY

In Canada:
CANADIAN MARCONI COMPANY

PEOPLE work–play–*LIVE* by RADIO!





WHO Radio Holds a Big Lead in Total Radio Audience in America's 14th Largest Radio Market, Sign-On to Sign-Off!

COOKING or cleaning—she listens to radio. There's no time to *stop* for magazines, newspapers or other media. Radio, and only radio, entertains her, sells her all day long!

She knows responsible, big-audience stations —like WHO Radio—give her the kind of programming she prefers. WHO Radio is *aggressive, alert, alive*—and it takes special measures to see that *each segment* of its vast audience is served with the finest in entertainment, news and special features.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience —first place in every quarter hour surveyed —the balance being divided among 88 other stations!

See your PGW Colonel for all the details on WHO Radio—the believable, big audience station for "Iowa Plus!"

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *Representatives*

Behind every WRC local, national or international news report—the largest broadcast news organization i
the world. Behind every WRC local weather forecast and bulletin, Frank Forrester—one of the nation'
foremost meteorologists. Emphasis on strong local personalities and services . . . weather and traffic in
formation, pertinent news of Washington, adult music . . . plus the kind of broadcasting only networ
radio can deliver—it's all part of the Sound of the Sixties on WRC! Washington's buying publi
enjoys it. City-wide and world-wide, they're tuned to . . . **THE SOUND OF THE SIXTIES ON WR**

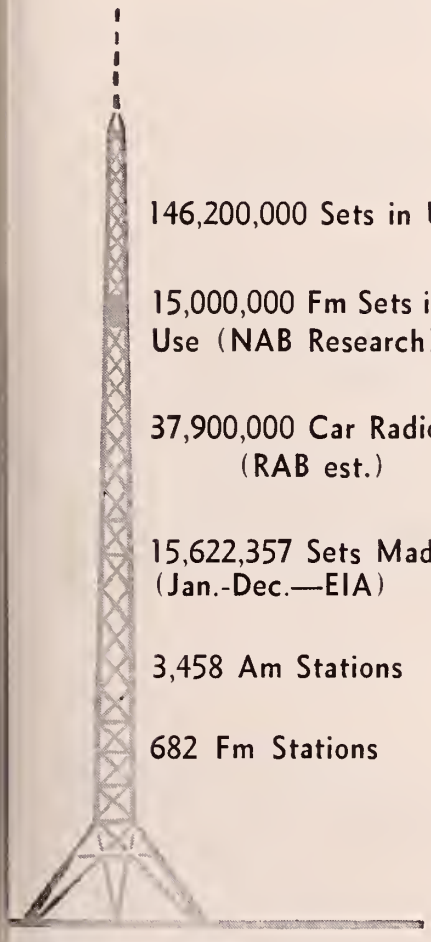
Climate: at Home and Abroad



WRC NBC OWNED 980 IN WASHINGTON, D. C. SOLD BY NBC SPOT SALE



Radio's Barometer



146,200,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

37,900,000 Car Radios (RAB est.)

15,622,357 Sets Made (Jan.-Dec.—EIA)

3,458 Am Stations

682 Fm Stations

Spot: In the past six months, the Daren F. McGavren Co. has expanded its operations with the addition of 10 radio stations in key markets across the country, including San Francisco, Denver, Miami and Seattle. Representative firm has been broadening its activities, and reports an increase of 248 percent in spot radio sales volume for the past 18 months. A new office was opened in St. Louis recently as part of the firm's general expansion. Also, at Bob Dore Associates, expansion of the New York office and the opening of a Chicago branch are credited with triggering a new business surge. Billings for the past six months, according to Don Waterman, general sales manager, have increased 131.5 percent over the previous half year period. Figures for the last year, Mr. Waterman says, show an increase of 217.1 percent in billings. Firm expects to open an Atlanta office within the next 90 days, it is reported.

Network: The R. J. Reynolds Tobacco Co. was the leading network advertiser by home broadcasts delivered, according to A. C. Nielsen Co.'s monthly index for the four-week period ending January 10. The total home broadcasts delivered by Reynolds' schedule came to 115,127,000; the actual number of broadcasts was 318. In second place was Vick Chemical Co. with 92,880,000 total home broadcasts delivered (using 191 broadcasts).

Local: WMAQ Chicago local sales in 1959 showed a 30 percent increase over the previous year, according to Lloyd E. Yoder, vice president and general manager. Total sales for the station were said to be 11 percent over 1958, with spot sales equal to those of the previous 12-month period. Mr. Yoder states that new monthly sales records were set in almost every month of 1959. WCRB AM-FM Boston, full time good music stations, report a boost in percentage of program sales. According to Leonard V. Corwin, sales manager, 42 percent of the net revenue in 1959 came from program sponsorship. Recently introduced programs, Mr. Corwin says, are expected to increase program revenue to at least 50 percent in 1960.

Stations: The number of am and fm stations on the air at the end of January totaled 4,140, an increase of six (two am and four fm) over the previous month:

	Commercial AM	*Commercial FM*
Stations on the air	3,458	682
Applications pending	558	73
Under construction	78	164

Sets: Total radio production in December was 1,553,308, including 581,371 auto receivers, according to the Electronics Industry Association. Twelve-month cumulative radio output came to 15,622,357, including 5,555155 auto sets. This compares with the 12.5 million sets produced in 1958, and represents the largest production figures since 1948. Total radio sales, excluding car radios, was 1,755,027; 12-month total was 8,897,451, or an increase of over 300,000 as compared to 1958 totals.

WRFM

the
modern sound
that covers
a thinking
audience
of
music lovers

"NEW YORK'S FM GEM
IS WRFM"

WRFM
105.1 MC New York

for buyers and sellers of radio advertising

U.S. RADIO

MARCH - 1960 VOL. 4 - No. 3

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Whaley-Simpson Co.
700 Montgomery Building
San Francisco 11, SUtter 1-4583

% Edith K. Whaley
3493 Cahuenga Blvd.
Los Angeles 28, HOllywood 3-2215

Member of Business Publications Audit of Circulations Inc.

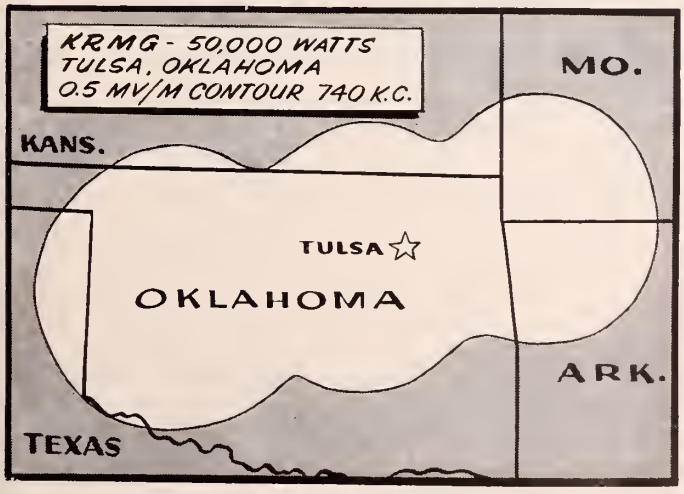
BPA

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Pulse proves that KRMG gives you more for your money than any other Tulsa advertising medium

Regional KRMG

CBS FOR TULSA AND ALL OKLAHOMA



Latest Pulse study shows KRMG ahead of 83 other stations in 61 counties morning and afternoon with 17% share; 20% share evenings. Regional KRMG's 50,000 watts on 740 kc (best frequency in Tulsa) covers an area that accounts for about $2,740,000,000 in retail sales. For big coverage and big results, use KRMG. Ask General Manager Frank Lane or John Blair for more facts.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. —Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With
BETTER HOMES & GARDENS • SUCCESSFUL FARMING Magazines



THE BIGGEST AUDIENCES* IN FOUR SOUTHERN CALIFORNIA COUNTIES, BURSTING WITH NEARLY 2,000,000 PROSPEROUS PEOPLE***!**

*Pulse Area Survey, Nov., '59 **San Diego, Riverside, Orange, Imperial ***Sales Management Survey, May, '59

KFMB RADIO CBS SAN DIEGO

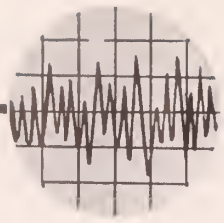
A TRANSCONTINENT STATION

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

soundings



NBC Spot Measures Role Of Public Service Programming

The results of the latest NBC Spot Sales survey—this one on public service programming—is set for April release. In its sixth opinion study, NBC Spot is asking 1,200 agency timebuyers their attitudes towards public service fare. Through a questionnaire, the organization essentially is seeking to find out how agencies feel about the advertising potential of public service programming. Related issues deal with attitudes regarding controversial programming and the relative importance of the atmosphere surrounding a commercial message.

KMOX St. Louis Drops Afternoon Music for Talk

In a move that bears watching, KMOX St. Louis has dropped all weekday record programs from 3 to 7 p.m. The action, according to Robert Hyland, vice president and general manager, is to provide listeners with "programming that is provocative, informative and purposeful." The four-hour show, called *At Your Service*, is divided into three parts. The first hour will feature telephone questions from listeners posed directly to a different civic leader each day (Mayor Raymond Tucker was scheduled to be the first). The second hour will include such things as celebrity interviews, comedy skits, news remotes and Hollywood news. The last two hours will be devoted to news in depth, featuring world, national and local news, sports and weather bureau reports and CBS Radio features.

Chevrolet Dealers Get Radio Mileage From Olympics

The Chevrolet Dealers of Southern California, in what must be one of the most intensive uses of *local radio* tied to a *national* event, bought time on 63 am and fm stations in Southern California to present up-to-the minute results of the winter Olympic games. The dealers' agency, Eisaman, Johns & Laws, Hollywood, provided the stations with opening and closing copy, with the latest wire results dropped in by station newscasters. The agency states that this buy encompassed "every am and fm station in Southern California." The games were held at Squaw Valley, Calif., February 18 through 28.

Bright Summer Ahead Seen by RAB's Sweeney

An all-time radio listening peak this summer is forecast by Kevin B. Sweeney, president of Radio Advertising Bureau. He states that the average U. S. family will be "spending nearly an hour more per day with their radio sets than they spend during the average winter day." Mr. Sweeney predicts there will be at least 300 million hours additional weekly radio listening in July than in February.

Pulse/Adam Young Continue 'Advertiser Area' Measurements

Buoyed by evidence of increasing agency interest in the "advertiser area" concept, Adam Young Inc. and WPOP Hartford, Conn., have commissioned Pulse to take the measurement of radio listening in the Hartford area next month. Results will probably be released in May. This would make the third city to have a survey taken using the "advertiser area" technique (see *Report from Representatives,* January 1960). The first two cities were Tulsa and Pittsburgh, Pa.

Nighttime Radio Power Lies In Selective Timebuying

Can nighttime radio work for national advertisers? Long the domain of local clients, nighttime radio is starting to stir the attention of potential national users (see *Nighttime Companion,* p. 25). Those who have used it successfully have concentrated on reaching a specialized audience segment. Gillette places 60 percent of radio budget in nighttime to reach young males just beginning to shave; Hamilton Watch Co. uses nighttime to reach an audience that can afford a minimum of $60 for a new watch (see *Good Music Sells Better Watches, p.* 36).

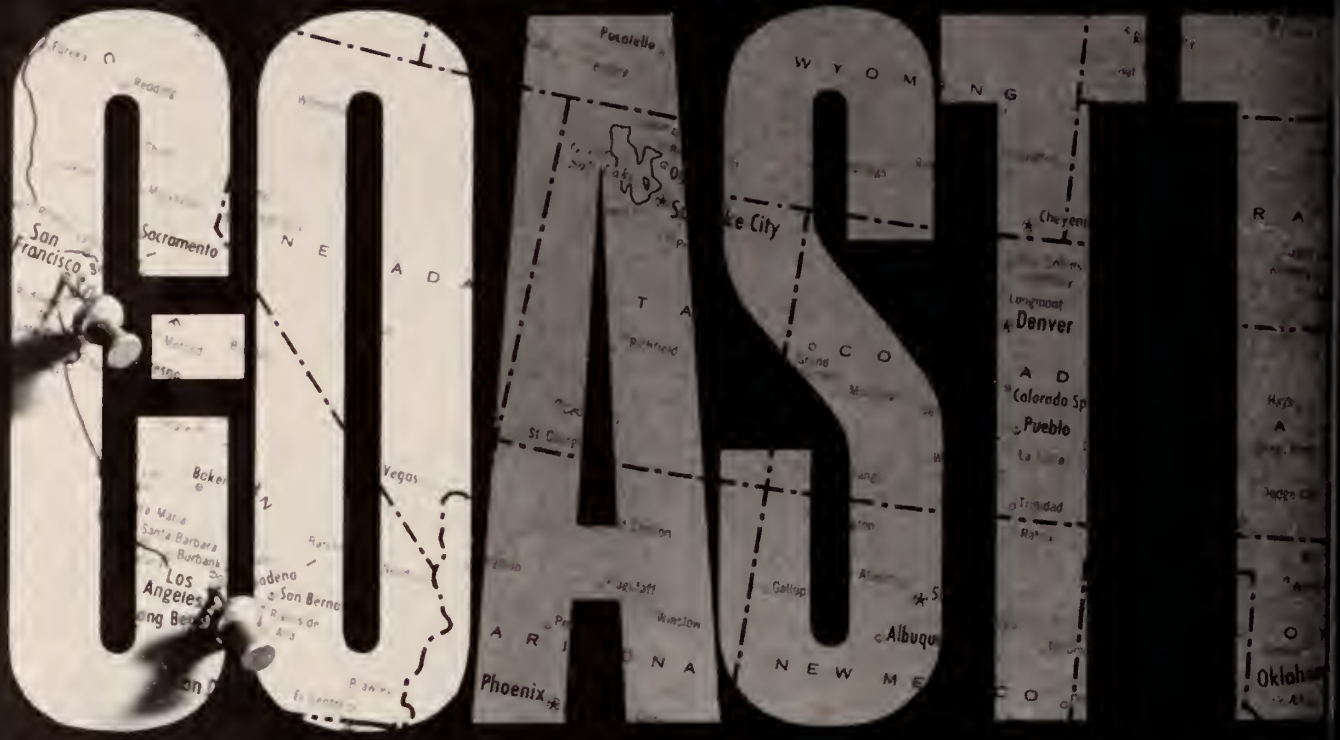
If you have something to sell America, you have something to say in these 7 of the top 10 U.S. markets. The place to say it is on the CBS Owned Radio Stations, because C-O Radio is different: different in each city, different from all other radio today. These stations are still in show business, and it shows! Look at some of the listed highlights (only a partial listing) of locally produced programs, and you'll see what we mean. This is broadcasting for active listeners—not for the fringe consciousness of people with their minds on other matters. And added to it, is the unique strength of the CBS Radio Network, with its schedule of great personalities, drama, comedy, complete news coverage and analysis, public affairs and special events. This is responsible broadcasting. It gets a responsive audience. And that means response to your advertising, too!

CBS OWNED RADIO STATIONS **CO**
Represented by CBS Radio Spot Sales

Program Highlights

KCBS
San Francisco

"Viewpoint," an idea forum, broadcasting phone calls from anyone; "Owen Spann," comedy, variety; "The Bay Today," interview study of the area's big story of the day; "Radio Moscow," airs and analyzes the Soviet view; special series, such as the Los Angeles-Honolulu Yacht Race; full local coverage of the Winter Olympics.



Program Highlights

KNX
Los Angeles

"Opinion Please," a modern town meeting where anyone can talk on a broadcast open phone line; "The Bob Crane Show," a zany comedy turn; "Point of Law," digests of actual court cases; "This Is Los Angeles," provocative interviews with interesting Angelenos; specials such as "Blackboard Dilemma," "The Changing Face of Hollywood," and "Image of America."

Program Highlights

WBBM

Chicago

"Music Wagon," "The Connie Mitchell Show," "Supper Club," "The Gold Coast Show," "Merrily We Go," "The Josh Brady Show," "The Little Show," all live music and variety productions; "The Tony Weitzel Show," celebrity interviews; "The Art Mercier Show," tips on hunting and fishing; "Jone & Josh," a lively woman's page of the air.

Program Highlights

WCBS

New York

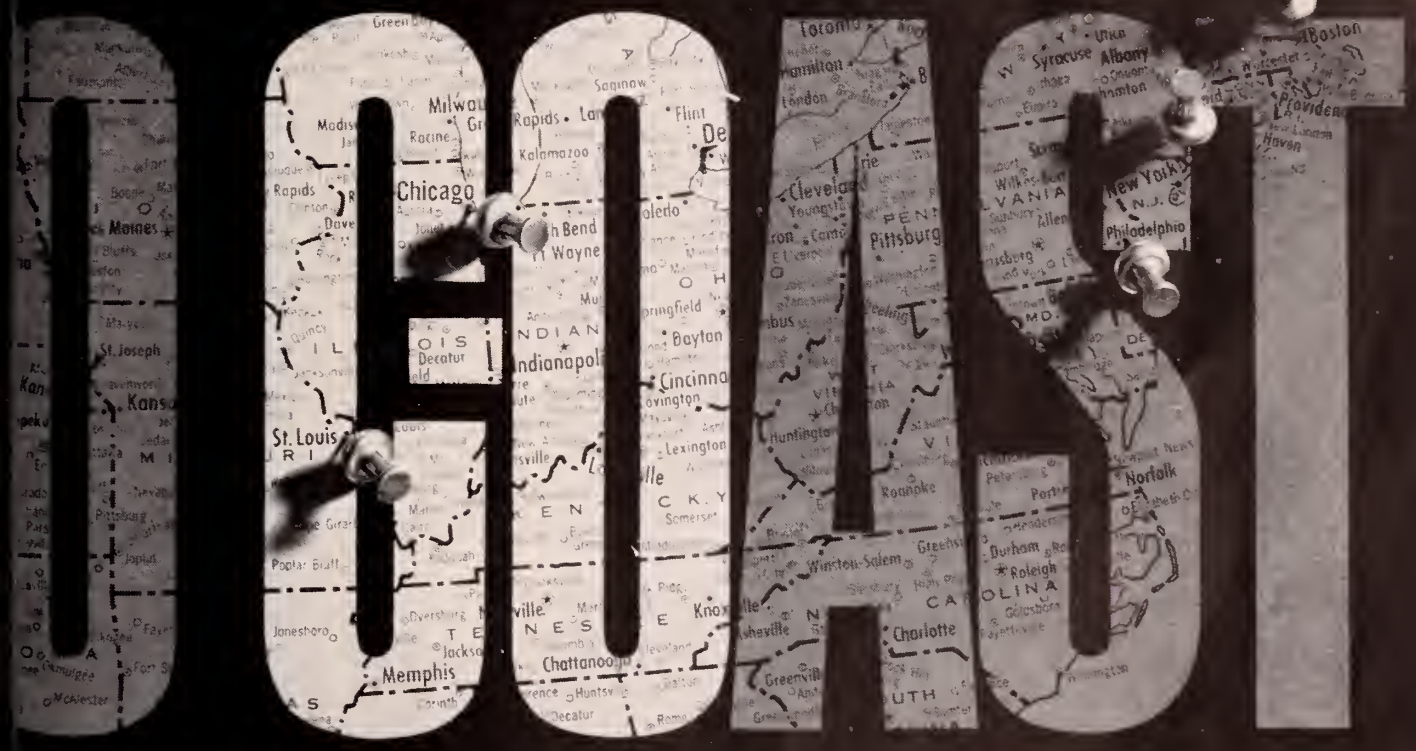
"The Jack Sterling Show," "The Martha Wright Show," "The Lanny Ross Show," all offer live music and variety; "Backgrounds of Literature" and "Backgrounds of Music" stimulate and educate; "Three Guesses," an audience-participation musical game; "Freeman & Hayes," comedy, live music, records.

Program Highlights

WEEI

Boston

"Showcase," Priscilla Fortescue reports on her globe-trotting, celebrity-meeting life; "Lady of the Bookshelf" dramatizes favorite children's books; "Carl Moore Remembers," live music from a Boston "landmark"; "Calder and Johnson," offbeat comedy & music; Career Centers, useful, needed advice for the teenager.



Program Highlights

KMOX

St. Louis

"Strictly Editorial," "Science Editor," "The Spelling Bee," "State of the Law," "Successful Money Management," all speak for themselves. "The Laurent Torno Show," an outstanding musician and conductor plays, discusses, interprets good music; "Words and Music," poetry readings; the station that originated Conelrad weather alert.

Program Highlights

WCAU

Philadelphia

"The Ralph Collier Show," talks with celebrities and other interesting people; "University Round Table," stimulating discussion; "Career Forum," vocational guidance for High School students; "The Books of Man," under the auspices of the University of Pennsylvania; "The Governments of Man," under the auspices of Temple University.

time buys



American Laundry Machine Co., Small Equipment Co. Div.

Agency: *Farson, Huff and Northlich Inc., Cincinnati.*

Product: ECON-O-WASH FRANCHISE

Supplementing its recent CBS Radio buy on the Linkletter *House Party* is a spot radio schedule in 15 additional markets. The campaign, to last six weeks, will be supported by point-of-purchase advertising by the laundry operators.

Bache & Co.

Agency: *Albert Frank-Guenther Law Inc., New York*

Product: SECURITIES INVESTMENTS

Investments in radio time are paying off for this brokerage house. The five-minute financial program the company sponsors five times a week is now in eight markets across the country, having just gone into Rochester. Further expansion is now being considered.

Also, the test campaign undertaken in Albany is turning out successfully. It's a 13-week test of a 15-minute program, with expansion of this format a good possibility if final results warrant it. Timebuyer is Larry Butner.

Best Foods, Inc.

Agency: *Dancer-Fitzgerald-Sample Inc., New York*

Product: HELLMANN'S MAYONNAISE

Seasoned activity on the air for this dressing includes radio in a few markets, beginning the first week in March. This is part of the regular ad schedule. ET's are being used. A few more markets may be added at a later date. Timebuyer is Dorothy Medanic.

Bristol-Myers Co.

Agency: *Doherty, Clifford, Steers & Shenfield Inc., New York*

Product: MUM

Lots of radio is planned in the campaign to introduce new Mum to 29 southern markets just underway. The schedule will run in four flights for a total of 25 weeks through the year. Negro markets are included. Minute spots throughout the day will be heard at fairly heavy frequencies. Timebuyer is Don Miller.

Bulova Watch Co.

Agency: *McCann-Erickson Inc., New York*

Product: WATCHES

The company's heralded return to the sound waves is slated for early April. After 11 years, the on-the-hour time signal "B-U-L-O-V-A, Bulova watch time," is being revived on a national basis.

Time signal, used continuously from 1926 to 1949, was dropped because of heavy budgeting in television. The company noted that it expects to use radio to develop local tie-ins for retail jewelers. Timebuyer is Phil Stumbo.

Charms Co.

Agency: *Needham & Grohmann Inc., New York*

Product: CANDY

Tasty treat for radio is Charms' 1960 campaign which begins in March and ends in December. Radio schedule has been extended to include six cities. They are Los Angeles, Detroit, Boston, New York, Philadelphia and Chicago. Radio calls for about 70 percent of the advertising budget. Copy is directed to the housewife, who buys the candy for her family. Timebuyer is media director Harry Ledingham.

Ford Motor Co., M-E-L Division

Agency: *Kenyon & Eckhardt, New York*

Product: MERCURY CARS

Moving into high gear for a short spring spurt, the 1960 Mercury is aiming at the country's top 70 markets with a four-week campaign set to begin March 14. Minutes will be used in day and traffic time. To make sure listeners get the message, frequencies have been set at 20 to 40 a week in each market. Timebuyer is Bob Morton.

Hamilton Watch Company

Agency: *N. W. Ayer & Son Inc., Philadelphia*

Product: WATCHES

Good music for fine watch prospects is again the basis of Hamilton's 1960 radio plans. (See *Good Music Sells Better Watches,* p. 36.) The spring schedule starts in mid-April on 70 to 75 stations, mostly fm, in the top 50 markets.

Running for six weeks, with frequencies averaging about 30 spots a week, the plan calls for full minutes where possible and 20-second spots. Timebuyer is Don Heller.

Harper & Bros.

Agency: *Joe Gans & Co. Inc., New York*

Product: BOOKS

The present five stations now carrying these book commercials may soon be joined by many other outlets. The company is considering coverage in up to 50 markets, with no termination date set for the campaign. Buys are for five minute newscasts, with local live copy being employed.



Harper & Bros.

Agency: *Joe Gans & Co. Inc., New York*

Product: HARPER'S MAGAZINE

Subscribing to radio is this publishing firm in a radio drive to gain new readers. The campaign is directed to an adult audience over 30 am and fm stations in 25 markets. Just underway, the program will run for a total of two months.

King Merritt & Co., Inc.

Agency: *Albert Frank-Guenther Law Inc., New York*

Product: MUTUAL FUNDS

Another 10 weeks are being scheduled for the 15-minute program that's on the air once a week. Extension is a result of the 13-week buy that was recently completed in about 35 markets throughout the country. Timebuyer is Larry Butner.

P. Lorillard Co.

Agency: *Lennen & Newell Inc., New York*

Product: OLD GOLD STRAIGHTS

Radio is a certainty for this new king-size, non-filter cigarette—if the initial campaign sells. There was a little local radio for the coast-to-coast inauguration that began the last week in February. The popular price entry into the king size market is scheduled to complete its national distribution by early March. More radio support is planned after the initial plunge. Timebuyer is Bob Kelly.

Mennen Co.

Agency: *Grey Advertising Agency, New York*

Product: DATELINE STICK DEODORANT

Dateline appeal will be aimed at the teenage market in about 75 national areas beginning March 14. Buy is for seven weeks, spread over an 11-week period. It will consist of a single three-week flight, and two two-week campaigns.

Company is looking for the top teenage deejay in each market, and is buying 10 and 15-minute segments accordingly. Record promotion tie-in is planned. It's possible the campaign will be extended by continuation of the alternating two-week flights. Timebuyer is Mal Ochs.

Murray Corp. of America, Eljer Div.

Agency: *Fuller & Smith & Ross Inc., Pittsburgh*

Product: PLUMBING EQUIPMENT

Plunging into its first full-scale campaign in radio, the plumbing firm has scheduled two flights for the year in 20 markets. The spring run in April will continue for eight weeks; a four-week campaign is scheduled for September. Between 20 and 40 announcements a week will be aired on the weekends. All spots are minutes. Timebuyer is Dick Doherr.

Parsons Ammonia Co.

Agency: *Hedrick & Johnson Inc., New York*

Still 90 percent radio for this cleaning product, says the company. Its April campaign will start the 1960 schedule with media plans about the same as last year, when flights of six, eight and 10 weeks were used in 30 national markets. But watch for the new copy angles. Stanton Hedrick is the timebuyer.

Personal Products Corp.

Product: MODESS SANITARY NAPKINS

Campaign for this personal product is currently underway in the form of a 15-minute syndicated program directed to the Negro market over 33 stations in 14 states. Primary concentration is in the South. The show is called *At Home With Alma John,* and features the widely-known Negro woman personality. The current buy is for 13 weeks. Further buying, and an extension of markets, will depend on the success of the program. Edward Glucksman, president of Nationwide Network Inc. New York which produced the show, is placing the time.

Shulton Inc.

Agency: *Wesley Associates Inc., New York*

Product: TOILETRIES

Shulton's radio schedule includes the top 48 markets across the country, broken down to formula-like precision. The top 10 markets are on a 52-week schedule already underway, but a 30-weekend run will begin in March and include all 48 markets. In addition, the 16 markets below the top 10 begin a 36-week schedule in April. The weekend plan calls for a minimum of 10 spots of 30-seconds each, while the daily schedule will include at least five 60-second spots. Timebuyer is Joseph Knap, radio and tv manager.

H. S. Stuttman Inc., Cookindex Div.

Agency: *Joe Gans & Co. Inc., New York*

Product: COLORFOTO RECIPE CARDS

Starting with a small portion, consisting of an eight market test now on the air, the company may buy more if they find the results to their taste. Contemplated are buys for national and Canadian coverage. Campaign is directed to housewives via daytime spots on homemakers' shows. • • •

greatest acceptance



SOURCE | NIELSEN STATION INDEX, NOV.—DEC., 1959 STATION TOTAL, 6 AM-MIDNIGHT, 7-DAY WEEK

ever!

*56.8%

SHARE OF AUDIENCE

NOTHING SELLS LIKE ACCEPTANCE . . .

For 35 years in Minneapolis-St. Paul, WCCO Radio's acceptance has always been tops. Now it's at an all-time high—**56.8% share of audience.** That's the greatest share ever recorded since Nielsen began measuring the market. More so than ever, WCCO Radio delivers more listeners than all other Minneapolis-St. Paul stations **combined--at the lowest cost per thousand.** Makes this the perfect time to put your sales story where it will enjoy the **greatest acceptance ever!**

WCCO RADIO delivers more listeners than all other Minneapolis-St. Paul stations combined!

WCCO Radio	56.8%
Station B	17.1%
Station C	4.6%
Station D	4.5%
Station E	4.5%
Four other stations	12.5%

WCCO RADIO

Minneapolis • St. Paul



Northwest's Only 50,000-Watt 1-A Clear Channel Station
• Represented by CBS Radio Spot Sales

Audience Profile #5



324,699 WWDC listeners (3 out of 4) have sheepskins of high school or beyond—well above the Washington, D.C. average.* This brainy audience awaits education to *your* product or service.

**PULSE Audience Image Study—July, 1959*



WWDC Radio

. . . the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR

washington



Regulatory Legislation Weighed By Number of Federal Agencies

Sparks being generated by the various government groups probing broadcasting continue to represent what many in the industry consider to be a hazard to touch off a barrage of legislation. A number of agencies are reported to be formulating proposed legislation aimed at regulating the broadcasting industry. One of these agencies, the Federal Communications Commission, recently asked Congress to make it a crime to offer or accept payola and to participate in deceptive broadcasting practices.

Taking the viewpoint that "the control of public media by the government would spell the end of individual freedom," Harold E. Fellows, president of the National Association of Broadcasters, has been urging public support to halt any government control of broadcast programs.

Broadcasters Described as Best Qualified to Regulate Industry

In an address delivered before the Electric Institute Inc., in Boston, Mr. Fellows said that the answer to the broadcasting industry's problems is "self-regulation." We feel that 5,000 broadcasters resident in the communities of their interest throughout the nation are better qualified to determine what programming is to go on the air to satisfy the needs and wants of their audiences than a government body of seven men—or any other body located in Washington, or any other central place.

"The central issue," Mr. Fellows continued, "is not alone whether or not the broadcaster himself shall be free to offer the programs which he thinks are most responsive to the wants and needs of his audience, but to the very basic and fundamental rights of the people themselves. If this concept is thoroughly understood by the people of this country, I am sure that unanimously they would rise in resistance against any kind of artificial control or direction of material broadcast over our nation's stations."

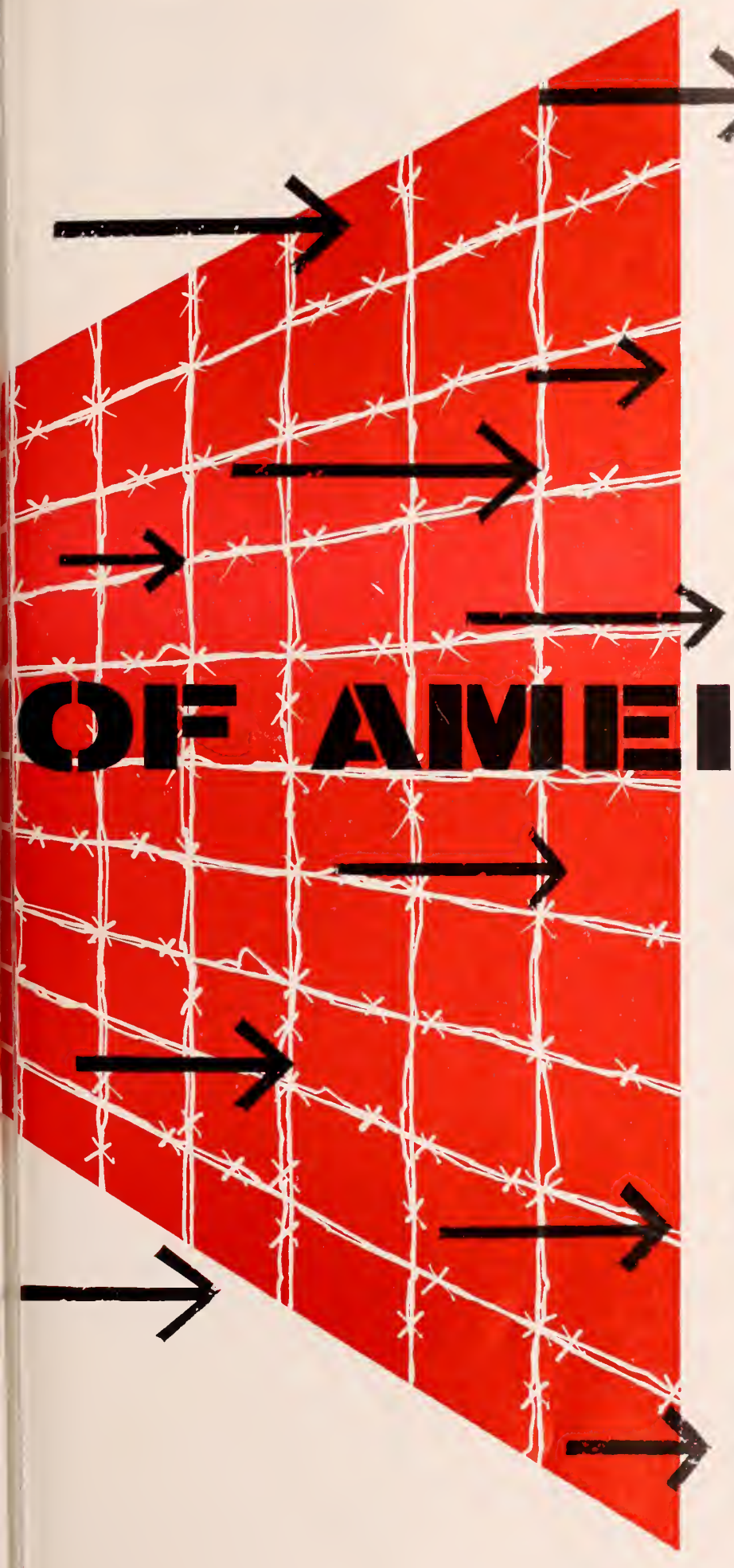
Broadcasting in Orbit Around Three Different "Worlds"

Broadcasting's "three worlds" were discussed by Charles H. Tower, manager of the NAB department of broadcast personnel and economics, in a talk before the Georgia Radio and Television Institute. Stating that in broadcasting there are the educational world, the world of commercial broadcasting and the regulatory, or Washington world, Mr. Tower expanded on the final item.

"With almost monsoon-like regularity," he said, "regulatory storms lash the shores of broadcasting. This time the storm has come from such unhappy occurrences as payola and allegedly deceptive advertising. The underlying issue is an ancient one long discussed but never settled—the degree to which the government, through the FCC, should control the level and diversity of programming. . . . Articulate minorities with specialized tastes make much of the responsibility of the broadcaster, but with little heed to the essential implications of the First Amendment."

(Cont'd on p. 18)


VOICE



"As long as there is a voice, there is hope . . ." Since World War II, the Voice of America has been the voice of freedom and truth and hope for peoples of the world.
And for these past 18 years, the Crosley Broadcasting Corporation is proud to have played a part in this Voice of America. Since 1942 Crosley has operated 6 transmitters near Bethany, Ohio, as a link in the Voice of America, International Broadcasting Service of the United States Information Agency — helping to beam broadcasts in 37 languages to countries of the globe.

OF AMERICA

This is one of the many public services of the Crosley Broadcasting Corporation, whose principle has always been that its WLW Radio and TV Stations must give endless service to their communities.
And thru cooperation with the Voice of America, it is service to the community of the world.
This is our pride and our privilege.

WLW-I Television Indianapolis
WLW-D Television Dayton
WLW-C Television Columbus
the dynamic WLW Stations
WLW-T Television Cincinnati
WLW-A Television Atlanta
W L W Radio

Crosley Broadcasting Corporation, a division of **Avco**

WSBT SOUTH BEND, INDIANA...
Personality Gallery



TYPE NO. 1...
Early Morning Congenialogist

It's a talent to be good natured at 6:35 A.M., and WSBT's Joe Kelly has the touch. His "Rise and Shine" program (6:35-9:00 A.M., Mon.-Fri.) featuring casual conversation, weather-casts and music and with times-out for local and CBS News breaks, starts the day for listeners in 36 Indiana and Michigan counties.

The Buying Income of this market approached $3.5 billion in 1959. Food sales in South Bend's Metro Area were $70,000,000; total retail sales nearly $290 million!

To reach this big radio market you need only WSBT. It dominates every 15 minute segment of every broadcast day from South Bend. Raymer has details about popular local shows and top CBS programs carried by WSBT.

5000 WATTS
960 KC
WSBT
SOUTH BEND, INDIANA
FIRST IN SOUND ADVERTISING
Paul H. Raymer Co., National Representatives

Industry Oils Its Machinery For Smoother Self-Regulation

The NAB, and other broadcasting groups, are expected to increase their efforts to demonstrate that the industry is taking steps to regulate its activities. Part of the industry's "case" for self-regulation is the growing number of radio stations subscribing to the Standards of Good Practice for Radio Broadcasters.

Cliff Gill, chairman of the Standards of Good Practice Committee, has reported that there are 1,219 radio stations subscribing to the Standards —an all-time high figure. Mr. Gill told an FCC hearing that "the industry at large is persuaded that self-regulation must be made to work."

Indicating some of the steps being weighed, Mr. Gill stated that the NAB Radio board of directors will "give all necessary consideration to the problems attendant upon financing the machinery needed for expanded operations. This will include the requisite personnel, a program of monitoring and all other appurtenances deemed essential to successful industry regulation."

Public Service Efforts Paint Attractive Picture

Another aspect of broadcasting which industry spokesmen are expected to forcefully present on Capitol Hill is public service. Frederick H. Garrigus, NAB manager of organizational services, stated that "In all the hue and cry . . . there is one part of broadcasting which legislators seem reluctant to admit to any degree. I refer to the public interest or public service side of broadcasting's programming structure."

Regarding the public service record of broadcasting, Mr. Garrigus said, "In 1959, radio and tv networks and their advertisers contributed time and talent to 14 major national public service information campaigns and 63 other causes. A conservative estimate of the 'dollar value' of the time and talent devoted to the messages for the 14 major campaigns alone would run to more than $75 million." • • •

The BIG NAMES

STARS of Stage, Screen, TV, Radio, Theatre, Sports, **GIVE YOUR** Station Breaks, Weather, Time, News Leads-ins, Interviews, Your Own Hollywood Reporter, Advice to Love-lorn, Thoughts for the Day, One Liners, Jockey Shorts, Musical Bridges, Themes, Household Hints, Tags.

Make . . .

THE BIG SOUND in Radio

FOR MORE THAN 300 STATIONS

Never in the Greatest Days of Radio Such A Tremendous Line-up of **STARS**

THE BIG SOUND IN RADIO

RICHARD H. ULLMAN
295 DELAWARE AVENUE
Buffalo 2, N.Y. • CL 2066
NEW YORK—570 FIFTH AVE.
CI 5-3111
★ produced by
STARS INTERNATIONAL PRODUCTION, INC.
HOLLYWOOD



WHAT MAKES WXYZ-TV AND WXYZ RADIO DETROIT'S MOST POPULAR STATIONS ?*

WXY*Zing* Promotion that keeps "Young-at-Heart" Detroiters actively interested in Broadcast House. Aggressive promotion backed by separate Promotional specialists for TV *and* Radio. And a full time Merchandising staff headed by veteran Harold Christian. Result is a steady stream of ideas for every viewer and listener to actively participate in and enjoy. Tailored promotion for picture tube and speaker creates excitement that makes active Zingers out of our Southeastern Michigan audience. It's another way in which we work to stay on top in the nation's Fifth market. Put this Promotional-Zing in team with your next TV or Radio buy on WXYZ. It's a built-in bonus when your schedule includes the stations with WXY*Zing*!

*Check your rating books.

THE STATIONS WITH WXYZING

WXYZ CHANNEL 7 • WXYZ RADIO 1270 • ABC DETROIT

Represented nationally by Blair-TV and John Blair & Company

Meet
DAREN F. McGAVREN Co.
Radio Station Representatives
NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO • LOS ANGELES • SEATTLE

FOR FACTS ABOUT NATIONAL SALES
. . . ask the man who knows!

at the
CONRAD HILTON

DAREN F. McGAVREN, President
RALPH GUILD, Executive V.P.

N.A.B. CONVENTION
April 3rd thru 7th

NEW SOUND OF THE 60's
IN COLUMBUS
THE NEW WCOL
THE CAPITAL STATION
COLUMBUS 15, OHIO
In Columbus, most folks listen to WCOL. In Columbus, most advertisers sell on WCOL. Family programming . . . rigidly enforced single spotting that "showcases" your sales message . . . all pre-taped production for flawless delivery. These are the factors that make the NEW WCOL your most powerful sales force in Central Ohio.
24-hours-a-day broadcasting
1230 AM 92.3 FM
represented by: robert e eastman & co., inc.

the Silver Mike



THIS MONTH:

SIDNEY J. WOLF

President
Keystone Broadcasting System

Rural Market Network Celebrates 20th Anniversary

It took the persuasive strategy of a lawyer and the inherent skill of a businessman to lift the Keystone Broadcasting System and its rural market concept from a position of obscurity to prosperity.

Consequently, as Keystone celebrates its 20th anniversary this year, it can trace the lion's share of its achievement to the desk of Sidney J. Wolf, president, who is a lawyer by training and profession (he still maintains interest in his law practice) and a businessman by acquired behavior (his father was a prominent businessman in the Chicago area).

It was in 1940, shortly after Keystone started, that Mr. Wolf acquired an interest in KBS. He came to this interest while handling a legal matter. But his ability to foresee the potential in radio coverage of rural areas enthused him.

The concept of national coverage of class C and D markets was not easy to get across. It wasn't until 1942 that the first national advertiser signed on. Mr. Wolf is credited with this first milestone—selling the concept to Miles Laboratories for Alka Seltzer.

In 1949, Mr. Wolf became president and gained full control of the operation. In the past 20 years, he has seen KBS jump from a network with 98 affiliates on its first anniversary in 1941 to a network of 1,090 stations today.

"National advertisers now realize the importance of the rural markets," he states. "They also realize the loyalty of audience to local stations for news and other local affairs. In 1941, we had three advertisers and now we have over 100 nationally advertised products currently using Keystone."

Mr. Wolf was born in Chicago on July 5, 1898. This city is the headquarters of Keystone, which also has offices in New York, Detroit, Los Angeles and San Francisco.

He received his bachelor's degree from the University of Chicago in 1919 and his degree in jurisprudence from the same school in 1921.

Upon graduation, he decided on a career in law rather than a business partnership with his father. He started his own practice in 1932, devoting all his energies to the law until the lure of broadcasting captured his attention. • • •



IT ONLY HURTS WHEN I LAUGH

Now maybe they'll move that filing cabinet... I was in such a hurry to get to the phone... It was my big drug account... I knew they'd go for my plan to buy WERE, Adventure Radio in Cleveland... that's where all the local boys make good... all the leading drug chains... like Gray's... Marshall's... and Standard... Oh, I'll be all right... just put me on the 5:20.



WERE

WERE-Cleveland...
WERC-Erie...the Adventure Radio Stations. Represented by Venard, Rintoul, and McConnell, Inc.



To reach the BUYING ADULT AUDIENCE in Houston

It's **K-NUZ** — the NO. 1* BUY in HOUSTON

. . . at the lowest cost per thousand!

*See Latest Surveys for Houston



24 HOUR MUSIC and NEWS

National Reps.:
THE KATZ AGENCY, INC.
- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581

AIMS Association of Independent Metropolitan Stations

LETTERS TO

Action and Reaction

Thank you very much for the help you gave in preparing my radio advertising article for "Management Letter."

Please keep me informed of any inquiries you may receive. This would help us measure reader interest in certain areas.

Alan Gould
Editor
Prentice-Hall Management Letter
Englewaad Cliffs, N. J.

We are interested in the how's and why's of radio advertising. Would you send us a copy of U. S. RADIO?

We have read the interesting article in the Feb. 1, 1960 Prentice-Hall Management Letter.

John S. Lanning
Berwick Creamery
Berwick, Pa.

The Feb. 1, 1960 issue of the Prentice-Hall Management Letter gave reference to U. S. RADIO as an excellent source of information on radio advertising. We would like reprints of any articles concerning advertising life insurance or similar goods via radio.

Ralph G. Campbell, Jr.
Central Security Life Insurance Co.
Ft. Worth, Tex.

You were quoted in the Feb. 1, 1960 issue of the Prentice-Hall Management Letter. This quote is very good for radio.

J. Elroy McCaw
President
WINS New York

Editor's Note: For a reprint of the Prentice-Hall Management Letter radio article see Hometown, p. 49.

RTES Reminder

The story on Radio & Television Executives Society is excellent (see *Question and Answer,* Feb., 1960).

Please be sure that we receive all questions as soon as they are in your hands so that we can work on final preparation of programming for March 23 meeting.

Al Shepard
Sales Manager
Select Station Representatives, Inc.
New York, N. Y.

Kind Words

I returned to the office this morning after being away and the first

THE EDITOR

thing brought to my attention was the terrific article in U. S. RADIO on Zonolite using radio to increase sales (*Radio: Sales Building Material,* January, 1960).

We are delighted with the story and the attractive layout in your outstanding publication. We will use it to further increase our radio advertising, which we believe will be beneficial to both the radio industry and our company.

Harvey W. Steiff
Vice President
Western Minerol Products Co.
Minneopolis, Minn.

Women Drivers

In the January issue of U. S. RADIO, there is an article entitled *The Female Influence in Automobile Market.* We are interested in receiving more information on the study conducted by BBDO on "The Female Influence in Automotive Purchases." Any information you could send us would be very much appreciated.

Gerhard W. Ditz
Director of Morketing Reseorch
Harold Cobot & Co.
Boston, Mass.

Fm Interest

Please send to this office 10 reprints of your 12-page fm "package," (*Will the Cash Register Ring for Fm?* and *Style Guide for Fm.*)

Ward Asquith
Assistant to the Vice President for Rodio
Nationol Associotion of Broadcasters
Woshington, D. C.

I noticed in your current issue of U. S. RADIO an ad promoting the availability of an article on fm radio which appeared in the July, 1959, issue.

I am extremely interested in knowing everything possible about the medium, and would appreciate your sending me a reprint.

Don Heller
Time Buyer
N. W. Ayer & Son Inc.
Philadelphio, Po.

Please send us a reprint of your article *Will the Cash Register Ring for Fm?* and *Style Guide for Fm.*

Gertrude Cannell
Librarian
McCann-Erickson Inc.
Cleveland, O.

WKLO
LOUISVILLE

My how things change!
Did you know?
In Louisville
ONLY on WKLO
people size radio
for family size fun.
Check your latest
Pulse—check your latest
Nielsen*—and re-check
your audience
composition on BOTH.

*Now First . . . Nielsen Rated Hours
6 AM to Midnight . . . by far

Bill Spencer or Robert Eastman for wonderful details.

SOLD NATIONALLY BY:

robert e. eastman & co., inc.

35 YEARS OF RADIO WITH A REASON

WTIC

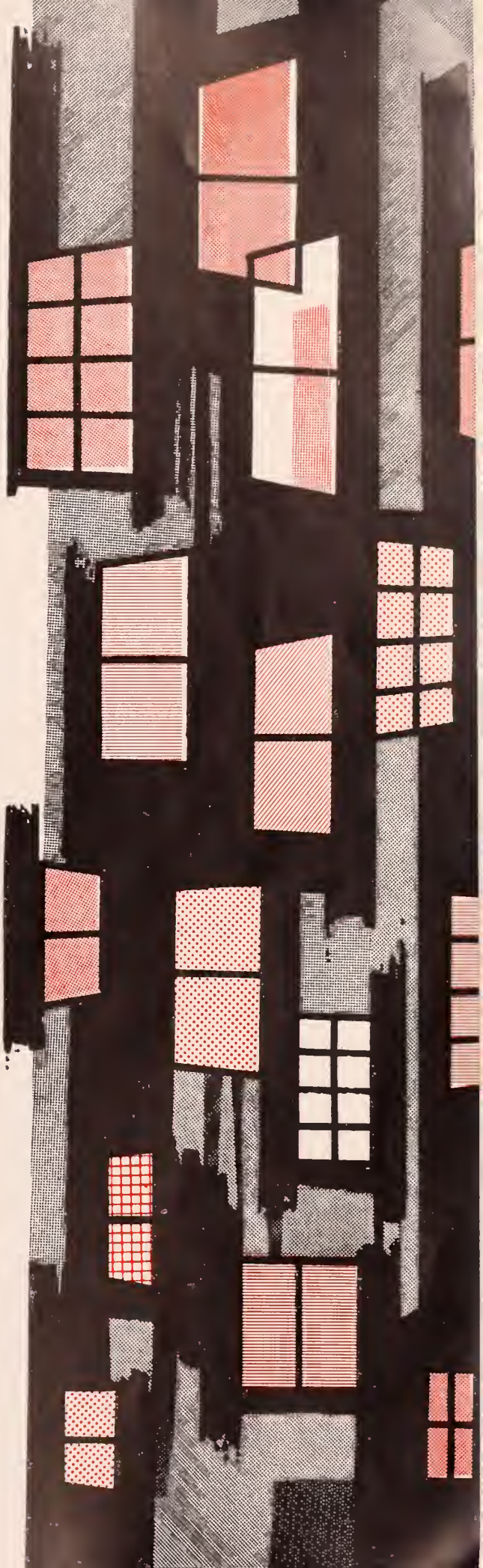
50,000 WATTS HARTFORD CONNECTICUT

SERVING SOUTHERN NEW ENGLAND



Nighttime Companion

Can after-dark radio work for national advertisers as it does for local clients? Those who have used it successfully say the key to its effectiveness is selectivity in reaching prime sales prospects



Advertisers who stroll the airwaves at night are finding today they are not walking alone. As opposed to former years, the nighttime radio client is no longer considered a pioneer in an unknown atmosphere.

He is being joined by advertisers who are finding nighttime programming an excellent way of directing commercials at specific groups—the man of the house, the housewife and the teenager. Up to now, of course, the great majority of nighttime clients falls into the local

or regional category. There persists the need for an important "educational" effort at the national level.

Based on a survey of agency and radio executives, the key word to the nighttime puzzle is *selectivity*—the ability of nighttime radio to appeal to specific groups that represent prime sales prospects.

Gillette Safety Razor Co., for example, devotes more than 60 percent of its radio budget to after-dark tune-in. "We have found nighttime radio a very effective way to reach a specialized audience," states Ray Stone, associate media director, Maxon Inc., New York, agency for Gillette.

"In our case," he continues, "we are interested in reaching the younger males who are just beginning to shave. Through selective use of programming, we find nighttime radio works."

And interested in reaching the other end of the consumer scale is Hamilton Watch Co. This firm places practically all of its radio outlays into nighttime fare using "good music" (am and fm) to reach the fine watch customer. Most of its advertised watches sell for $60 or more (see *Good Music Sells Better Watches,* p. 36).

Referring to Hamilton's potential customers, E. L. Jones, consumer advertising manager, declares, ". . . our most likely prospects include professional men—doctors, lawyers, engineers, salesmen, owners and managers of all kinds of businesses."

And Hamilton is reaching them with radio chiefly from 6 to 10 p.m. This time period gets almost all of the 20 percent of the ad budget allocated to radio.

The reasons that dialing after dark is stirring up increasing interest are based on many factors:

- It is a practical way to add unduplicated audience to a total campaign, reaching people who can't be reached at any other time of the day.
- Audience composition at night compares favorably with the coveted morning and evening driving hours, especially as regards men.
- Results of stepped-up nighttime activity by stations have proved pleasantly surprising not only to advertisers, but stations themselves.
- Although for the most part levels of nighttime listening have remained more or less constant, some markets (in major metropolitan areas, too) show increases in homes using radio at night.
- Out-of-home tune-in at night is on the rise as it is throughout the rest of the day.
- Audience potential is greater at night with more people at home.
- Nighttime radio is economical with a very favorable low cost per thousand homes reached.
- There tends to be greater commercial awareness at night. Reasons? Less competition for listener attention and fewer stations operating at night, plus a generally more relaxed listener.

It is interesting to note that nighttime radio provides programming fare that is almost as diverse as daytime offerings.

"There is no particular pattern to nighttime programming," states George Skinner, director of program services, The Katz Agency Inc., New York.

"Stations are pursuing the basic music and news format. In the area or music, there are actually two divergent trends. There is sweet music for sleepy people and peppy music for insomniacs, "he states.

"Actually, a lot depends on the market," Mr. Skinner continues. "We have found that, in general, stations in large metropolitan areas tend to duplicate their daytime programming. A peppy music station may be even more so at night, and the same holds true for a 'good' music operation.

"In fact, many stations in these larger markets test programming innovations at night to incorporate in their daytime fare.

"At the same time," he states, "we find that stations in non-industrial areas lean more towards relaxing music at night. In most cases, this

After-Dark Plusses

- *Audience composition at night compares favorably with coveted driving times, especially for men.*
- *It is an effective way to add unduplicated audience to a total campaign, reaching people who cannot be reached at any other time of the day.*
- *Although nighttime listening remains more or less constant, some major markets show increases.*
- *Out-of-home tune-in at night is on the rise as it is throughout the rest of the day.*
- *Increasing nighttime activity by stations (including hours from 6 p.m. to midnight and midnight to 6 a.m.) is turning up many surprises for advertisers and stations themselves.*

represents a departure from daytime fare."

Mr. Skinner states that in the broad area of news and information, stations have been doing interesting things at night. "There is public affairs programming, documentaries and news in-depth. Some stations also get into controversial programming at night featuring telephone call-ins from listeners on various subjects."

As one example of a successful nighttime news format, he cites the long-standing *Denver at Night* program of KLZ. It features news, remotes and telephone talks interspersed with entertainment.

"The most encouraging thing about nighttime radio is that stations have become intensely interested in developing its potential. The climate is very favorable because stations are aware that there's not a second of the day that should be ignored. In radio, we deal in relatively small percentages anyway. And if you can pick up regular listeners and advertisers through nighttime fare, the effort is well worth it."

Gillette Story

An illustration of how selective use of nighttime radio can work for a national advertiser is illustrated by the Gillette story.

During any given week, according to Maxon's Mr. Stone, Gillette uses over 100 markets for its nighttime campaign. (As mentioned earlier, nighttime represents more than 60 percent of the firm's radio budget.)

Gillette is eager to reach high school males who are just beginning to shave. "We buy personalities who have the following we want. We then give the on-air talent help with copy suggestions through eight broadcast supervisors who travel the country for us working with the disc jockey.

"Our national campaign started last April after several tests and needless to say we are very pleased with it," states Mr. Stone.

"Gillette's nighttime buy runs from 6 to 10 p.m. and sometimes until midnight. We pick the local personalities largely on the basis of market surveys we conduct twice a year.

"We have found that this selective approach to radio is especially effective during nighttime hours when it is possible to concentrate on various levels of potential customers."

An analysis of nighttime radio listening by Adam Young Inc. actually shows that dialing after dark has grown in certain markets, although this is not necessarily indicative of a national trend. According to Frank Boehm, vice president, research-promotion, increases have been registered in such markets as Minneapolis, San Diego, San Francisco, Boston, Houston and Dallas (see chart, above).

Using Pulse quarter-hour listening figures from 6 p.m. to midnight, Monday through Friday, he cites the following examples. In Minneapolis, in December 1959 there were 16.1 percent homes using radio compared with 14.6 percent in December 1958, which is about a 10 percent increase, Mr. Boehm states.

And in San Francisco, homes using radio in December 1959 during these nighttime hours was 18.2 percent compared with 17.3 percent in December 1958—about a five percent hike, he declares.

Mr. Boehm also states that the advertiser will find there is "less competition prevalent at night since many stations have to sign-off during the nighttime hours." Illustrating the point, he states that St. Louis has 11 stations on the air from 6 a. m. to 6 p. m. compared with seven stations from 6 p. m. to midnight. Washington, D. C., has 10 during the day and seven at night and Cincinnati has eight in the day and five at night. (These figures are based on stations listed by Pulse as having met minimum report standards for the area.)

Among the basic arguments in favor of nighttime advertiser use are two: Favorable audience composition, especially as regards the man of the house; and the net unduplicated homes reached by nighttime radio.

Melvin A. Goldberg, director of research, Westinghouse Broadcasting Co., declares, "In considering nighttime radio, the one point that should be emphasized is that the long spread (i.e., the four hours or

(Cont'd on p. 55)

Nighttime Listening

Although the level of nighttime listening has remained more or less constant over the past year or two, an analysis of nighttime tune-in by Adam Young Inc. shows that some major markets scored increases last year. The following figures represent homes using radio per quarter-hour 6 p.m. to midnight, Monday through Friday, as measured by The Pulse Inc.

	1959 % H.U.R.	1958 % H.U.R.	% Increase
Minneapolis (December)	16.1%	14.6%	10%
San Francisco (December)	18.2	17.3	5
Boston (December)	18.1	17.3	5
San Diego (November)	18.5	17.1	8
Houston (November)	18.4	18.1	2
Dallas (November)	16.9	16.7	1

$1,500,000

for

Radio



Sub-miniature Acousticon can be held in the tips of a man's fingers. The entire component pictured here can be set completely in the ear.

Radio Reaches The Hard-of-Hearing

Yes, you can reach the hard-of-hearing by radio. The Acousticon Division of Dictograph Products Inc., third largest manufacturer of hearing aids in the country, is spending a substantial part of its $1,500,000 advertising budget this year in the sound medium. It has allocated one-third of its national budget to promote its brand image in national radio, and $1,000,000 more will be spent on cooperative advertising with local dealers.

"We have found," explains Malte J. Carlson, president of Acousticon, "that not only is the cost-per-inquiry less in radio, but that radio often pulls more inquiries than any other medium. This is extremely important to us since inquiries play a major role in Acousticon hearing aid sales."

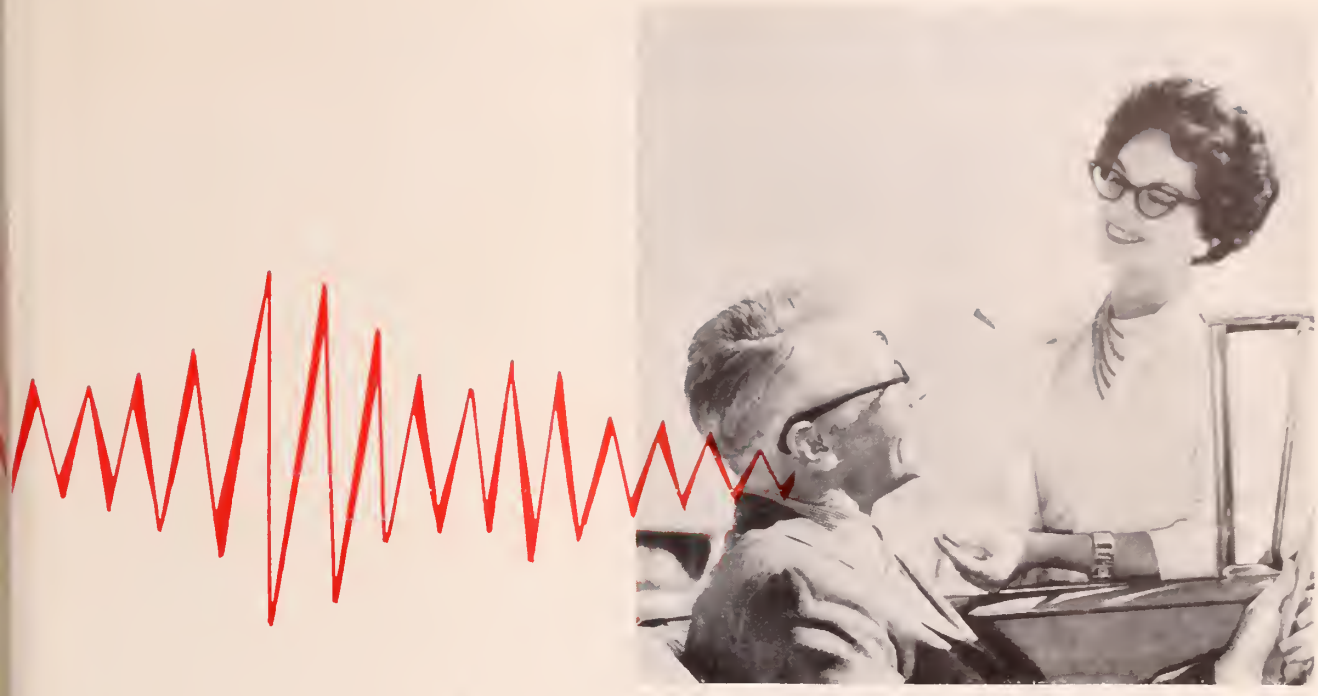
Acousticon's first national buy for 1960 is now being broadcast over 275 stations of the Mutual Broadcasting System. It consists of a five-minute news commentary, called *The Sound and Sense of the News,* featuring George Alexander Combs, sponsored by the firm three times a week.

Active On Local Level

In addition to its national campaign, Acousticon is very active in promoting dealer advertising at the local level. "We have a liberal cooperative policy in order to encourage our dealers to advertise," says Mr. Carlson. "We prepare commercials for the dealers. When they send us proof that they've used them, we send them back a check.

"Or, if the dealer wishes to prepare his own advertising, he sends them to us first for approval. They are screened by the company to make sure that they uphold the standards that Acousticon has set. If they do, we treat them as part of our cooperative plan."

"We plan," points out George Gilbert, account executive at The Wexton Co., New York, agency for Acousticon, "two campaigns. The national campaign is primarily educational and brand-promoting in its impact. The other is the advertising



Both people pictured are wearing hearing aids, which in this case are hidden in the frames of their glasses. Copy stresses inconspicuous size.

Acousticon, third largest manufacturer of hearing aids, successfully employs local and national radio campaigns

for dealers at the local level. The two are tied together, and the themes for any particular period are the same. In February, for instance, the news program played a big part in all Acousticon advertising."

Radio A Companion

"The hearing aid industry has known for a long time," says Mr. Carlson, "that people who are hard of hearing often turn to the radio for companionship. They just turn the sound all the way up and then listen to every word."

Acousticon has been aware of this phenomenon since the late 1920's, when it sponsored the *Acousticon Hour* over WEAF New York. Now, after being out of national radio for two years, the company returned to the airwaves in January to reach the nine million people estimated by the firm to have a loss of hearing sufficient to require the use of a hearing aid.

"In choosing *The Sound and Sense of the News*," Mr. Carlson says, "we had an audience of the hard-of-hearing in mind. First of all, we decided to develop a program, rather than rely on spot announcements. For the audience we were after, we needed a program of our own that would appeal to older listeners. It had to be something our listeners could look forward to, that would have a stature commensurate with our product.

"Secondly, we wanted a news program. We have found in our research that one of the fears common in a person who is suffering from a hearing loss is that he is not keeping up with the day-to-day developments around him. He tires of reading the papers and turns to the radio to keep him up-to-date.

"Thirdly, we were looking for a personality who could be identified with the product, a respected figure who could instil confidence in the program and, as a result, in Acousticon. With these ideas in mind, we turned the problem over to Wexton which, in turn, sought out George Hamilton Combs."

Mr. Combs, a lawyer by profession, has been reporting news for 29 years. He had at one time been a congressman and, most recently, was president of Radio Press.

"It was at Radio Press," he says, "that I developed an interest in using short, on-the-spot inserts in news programs." In the *Sound and Sense* commentary, he uses as many as three live inserts in one five-minute program. These can come from anywhere in the world and serve to enhance the impression of immediacy. When possible, the inserts are tied together by a common theme.

The commercials themselves are designed to overcome resistance to hearing aids by the consumer as well as to build confidence in the Acousticon brand. The average person, company research shows, who has a correctible hearing loss waits five years before taking action.

Not An Impulse Item

"Hearing aids are not an impulse purchase," Mr. Carlson says. "What we try to do is make the listener realize that he might be helped by a hearing aid and then advise that he either write for further information, or call at our local dealer's office for a hearing aid examination.

"We do not charge for the examination. If it reveals a possible condition requiring medical attention, our dealer will then advise a visit to the family physician or otologist. In these cases, an Acousticon is sold only on the recommendation of the physician after his medical examination."

An example from a commercial on nerve deafness shows how Acousticon tries to overcome resistance to the product, and the educational emphasis employed:

Here is special news from Acousticon, of importance to anyone listening who knows that sometimes he can hear people talking...but without understanding what they are saying. Sometimes the words are blurry, unclear, unsharp, distorted...so that they make little sense. You are probably suffering from one of the most common difficulties shared by healthy active people. It may be a simple nerve deafness which is easily helped by an Acousticon; only a hearing aid test will reveal once and for all how much help you need and can get. You may only need in-the-ear assistance for meetings in your business or for your more complete participation in church or social affairs. Acousticon, with nearly 60 years of hearing aid experience, will gladly send you the free information you need to thoroughly explain what may be happening within your own ears. Acousticon's free booklet called, "Naturally You Can Hear Again" is available to you—sent in a plain wrapper...



Principals in Acousticon buy for MBS join hands over signed contract. The program's announcer, George Alexander Combs, is flanked by Robert Hurleigh, president of the Mutual network (r.), and William Brown, former marketing v.p. for Acousticon. The program was formulated by Combs and Wexton for Acousticon.

Stations Alerted

To acquaint the network affiliates with the new program, Mutual informed them of the buy on its regular 10-minute Monday morning closed-circuit program. In a taped recording featuring Mr. Combs and representatives from Acousticon and MBS, the network presented Mr. Combs to its stations and explained why Acousticon was making the buy.

In addition, the network advised its affiliates that Acousticon was

Localizing the Impact of National Radio

Acousticon spends twice as much in radio on cooperative advertising at the local dealer level as it does on its national campaign. To encourage dealers to advertise, the company's agency, The Wexton Co., New York, sends out kits to dealers that tie in ideas for local radio with the national theme.

In February, the big news was "The Sound and Sense of the News," Acousticon's five-minute news program over the Mutual Broadcasting System.

Besides a record with messages from newscaster George Hamilton Combs and Acousticon advertising executives, the kit contained sample newspaper ads on the news program, mailers announcing the program for users and prospects, and display cards with pictures of Combs.

Copy tied news theme to Acousticon as well as to the program. The proximity ads, for example, ran headlines proclaiming: "Acousticon Makes News!" followed by:

Hear "The Sound and Sense of the News" from Acousticon, world's first and oldest makers of hearing aids. The big news in hearing is the scientific achievement of tiny, comfortable aids with amazing performance that you have to hear to believe.

In addition, a letter from George Gilbert, vice president of Wexton, suggests that dealers can make the most of the campaign by running ads themselves. "This is your opportunity," says Mr. Gilbert, "to localize the impact of Acousticon's national advertising."

backing the campaign with proximity ads in local newspapers and pointed to the opportunity that the stations had to solicit local Acousticon dealers. Both Mutual and Acousticon, they explained, were active in supporting the campaign.

Considering More Radio

For the present, the Mutual buy is all the radio that Acousticon is using in the United States. It was first bought on a ten-week test with hopes for future extension. "We are, of course, always looking for buys on other networks in addition to our current program," says Mr. Carlson. "We expect to use other networks during the year, either in addition to, or as a substitute for our present program. We fully expect to continue *The Sound and the Sense of the News,* or to come back to it if we do stop for a rest. We find it important, however, to keep our advertising plans flexible in order to be able to act on any new developments or availabilities."

Acousticon is now using spot in Canada, where it recently undertook a four-week test in 10 cities. For the present, spot announcements can be heard in news adjacencies or, in the French speaking stations next to the highly rated religious programs. "And in Canada, too," points out Mr. Carlson, "we would like to develop a program similar to the news program we now have on Mutual."

"We are trying to overcome in the hearing aid industry the same kind of stigma that was attached to wearing glasses as little as 25 years ago. People don't like to admit they have hearing difficulties, despite the suffering and isolation from friends and family that often develops with the loss of hearing."

Acute Problems

The problems of the hard-of-hearing can be acute, the company states, and are common occurrences. One of the first reactions of a person who is suffering from a gradual hearing loss and cannot hear everything that is going on is that people are not talking loudly enough, or that they are mumbling. Often, the sufferer begins to suspect that others are talking about or ignoring him. These are well known medical and industry facts.

Acousticon believes that people actually do tend to avoid a person who has trouble hearing. Constant requests for repetition and frequent irrelevant answers tire and annoy many people. Friends, co-workers, even members of the family avoid or ignore him — therefore confirming suspicions and the sense of isolation.

Emotional Side-Effects

The company points out in a bulletin that feelings of frustration, loss of self-confidence, even fear of losing one's mind are all common emotional side-effects of neglected hearing loss. These, together with the sense of social isolation and possible suspicion, naturally cause behavior which confirms ignorant prejudices against deaf people as "peculiar."

As a result, the person with a hearing difficulty often draws within himself and becomes isolated from his friends and family. He is often alone. This is another reason he turns to the radio for compensation. And, according to the company, a very good reason to reach out through radio to help the nine million Americans now falling into the isolated world of the deaf. • • •

Hollywood Puts



"Radio, at the price, can pinpoint the movie audience better than any other medium. Radio is integral part of advertising program, with up to 25 percent of budget spent on sound medium."

Universal International®

"Radio extensively used on every major box office success in 1959. Medium extremely effective in pre-selling campaigns. Employs sound track excerpts on spot announcements."

UA

"Radio used for saturation campaigns, to presell a picture and during the picture's run. Theatre operators usually request co-op money for local radio use."

20th CENTURY-FOX

"Radio spots are used on 75 to 80 percent of the pictures released. Sound medium is found to be most effective way of reaching important teenage movie audience."

Paramount Pictures®

"Radio makes it possible to prepare material aimed at specific audience groups by buying certain shows and time periods. Using 'umbrella' saturation campaigns."

"Spot" On Radio

With attendance figures climbing, picture industry looks to prosperous 1960. Estimated $7 million will be spent selling films on sound medium.

It is estimated that the film industry will spend $7 to 10 million for radio time in 1960. There was a time not so long ago when the prospects weren't so bright.

Remember when the beam from the usher's flashlight could take a lonely journey down aisle upon aisle of empty seats, while on the screen, a pair of celluloid lovers could carry on a "private affair?" The cashier in the box office found that there was little to interfere with her reading of the latest best-selling novel.

This could be any Tuesday night 10 or 11 years ago. The place was almost any of the nation's 18,000 motion picture theatres. Millions of people who normally would have flocked to the movies were now home, visiting with a neighbor or standing in front of a store window. They were watching Milton Berle on television.

As time passed, it appeared that every night was becoming "Tuesday" night in the film business. Critics, both in and out of the industry, predicted the end of motion pictures as a major entertainment medium. The television set became the focal point of interest in millions of living rooms. And huddled in a corner, the radio became a convenient place on which to set a dish of popcorn.

In the past decade, tv has developed into a giant industry. However, in that same span of time the film industry has not only survived, but expects 1960 to be one of the best it has enjoyed in many years. It is interesting to note that radio is expected to play an increasingly important role in Hollywood's advertising and promotional efforts.

Heavy Ad Budget

The advertising committee of the Motion Picture Advertisers Association estimates that the major domestic film companies will spend some $70 million advertising the 225 to 250 pictures that will be produced and released this year. A large portion of these advertising dollars will be spent on a co-op basis with the operators of the nation's 10,000 roofed theatres and 5,000 drive-ins. Most film executives are convinced that the upward trend in attendance will continue. According to the Sindlinger Co., Ridley Park, Pa., the average attendance in 1959 was 41,954,000, and 2,333,000 more tickets were sold per week compared to 1958. This will mean heavier expenditures for selling efforts.

Reasons given for the use of radio as an integral part of the advertising and promotion of almost every film that is released today usually center around the medium's flexibility, and its ability to deliver a specific audience.

"Radio, at the price, can pinpoint the movie audience better than any other medium," says Jonas Rosenfeld Jr., executive in charge of advertising, publicity and exploitation at Columbia Pictures. He points out that the largest group of moviegoers is still made up of the teenagers, and that they "are strong radio listeners. This is the reason why we buy heavily into disc jockey shows. In addition to the teenagers, we know that we can use radio to reach other special groups, such as housewives, men driving to and from work and others."

As an example of radio's flexibility, Mr. Rosenfeld describes the campaign for the picture *Our Man From Havana*. "There is usually a considerable amount of time devoted to pre-selling a film. This includes publicity about the film and its stars in national publications, stories carried by news services, columnists and others. The early advertising follows the same pattern. Naturally, the objective is to make as many people as possible aware of the film so that our local campaigns prior to the opening of the picture will have more impact."

The release date for *Our Man From Havana,* Mr. Rosenfeld continues, was changed from March to the last week in January, giving the company only three weeks to penetrate the New York market for the first showing of the film. "We had to saturate our market quickly, and we decided that radio could best do the job. Previously, radio had always been used in conjunction with newspapers and other media. However, we started our New York campaign with a saturation radio buy over the weekend starting Friday, January 8th. This was the first time we used radio as our only medium. We supported the campaign the following week with newspaper ads, and came back again the following week with the radio saturation.

"Our Man From Havana," he says, "opened to excellent business. On the basis of this, we decided to repeat the same type of radio effort in all other key openings of the film."

Columbia Pictures, it is pointed out, considers radio a basic part of its advertising program. Any picture which will be cooperatively supported by the company and the exhibitors, Mr. Rosenfeld states, will include radio. "Although the amount of money we spend on radio varies with each picture, the average is usually from 10 to 25 percent of the budget."

Effective Publicity Outlet

Radio as an effective outlet for publicity and promotion is also considered of great value to film companies. Roger Caras, head of Columbia's radio and television department, emphasizes that every effort is made to supply the stations with legitimate publicity material that earns its right to air time by being timely and interesting to the listeners.

Mr. Rosenfeld sees the continued heavy use of radio. He also mentions that technical radio advances are being watched. "We expect to make use of stereo commercials for the first time when we release our picture *Song Without End,* which is based on the life of Franz Liszt. We feel sure the musical score from this film will lend itself beautifully to stereo broadcasting."

Hollywood's Radio Profile

- *Radio to be employed on almost all the 225-250 films to be released in 1960.*
- *Industry will spend estimated $7 to 10 million on radio—primarily for local co-op campaigns.*
- *Very heavy saturation campaigns about one week prior to opening of film becoming popular.*
- *Trend to using portions of actual sound track to establish mood of film on spot announcements will continue.*
- *Flexibility of radio medium, and ability to pinpoint specific audience groups, finding increasing favor with film companies.*

Another strong advocate of radio is Universal-International. David A. Lipton, vice president of the company, points out that the medium is employed extensively. He also states that last year the company had five major boxoffice successes—*Perfect Furlough, Imitation of Life, This Earth Is Mine, Pillow Talk* and *Operation Petticoat*—and that radio was heavily used in all of these releases.

A company spokesman says that Universal-International started using radio consistently for its pre-selling campaigns in 1959, and that the results warrant continued use during 1960. As an example of its belief in radio's ability to pre-sell an audience, the company bought a huge spot saturation program for its forthcoming film *Spartacus.* Although the picture will not be released until later this year, the advance campaign was started on New Year's Eve.

"During the period of a few hours," it is explained, "no less than 3,870 separate spots were aired over 690 stations across the country through the facilities of three networks. The spot barrage consisted of 10-second announcements stating '1960 is the year of Spartacus and Spartacus is the motion picture of the year.' "

The company reports that its most effective announcements are those that include actual sounds and dialogue from the picture. A typical one-minute spot for *Operation Petticoat* demonstrates this technique:

Typical Announcement

ANNCR: (Live) Have you ever heard of a U. S. submarine turning a blushing pink? Well, it actually happens in OPERATION PETTICOAT, and it all starts when five stranded nurses are taken aboard as passengers. Of course, Cary Grant as the Commander does try to keep order, as you can hear from this scene ... (Start dialogue track)

SHERMAN: Mr. Holden--just a minute. Mr. Watson!

WATSON: Yes, sir!

SHERMAN: Please assemble the crew! You will instruct them they are to completely

ignore the fact that our passengers are women! Now, I know that will require some readjustments in thinking, but I want every man on this submarine to understand that our objective is Cebu, and then Darwin! If any man has any other objective in mind—he'd better forget it!

ANNCR: Now you'll admit that Cary Grant had the right approach to the problem. The only trouble was that the crew of the submarine wanted to try another approach to the five beautiful women. The hilarious result is OPERATION PETTICOAT...starring Cary Grant and Tony Curtis...a colorful adventure filled with 20,000 laughs you will certainly want to enjoy at the ——— theatre. It's fun for all.

Saturation Campaigns

A pattern of distribution of films which appears to be growing in popularity is the saturation booking. Instead of opening a picture in one key first-run theatre in the major markets, the film is simultaneously booked into 50, 60 or more theatres in one area. When employing this type of release, the film company usually uses a heavy saturation radio campaign.

Joe Friedman, national exploitation manager of Paramount Pictures, explains that the company has recently started using "umbrella radio saturation. For example, when we reissued *Samson and Delilah* in the Chicago territory the picture opened in 40 theatres in Chicago, and in theatres in 30 towns in the surrounding area. We used the power stations and spot announcements on at least one station in every single community that played the film to blanket the area."

Enthusiastic in his opinion of radio's effectiveness, Mr. Friedman says that one of the medium's strongest assets is the fact that "radio is with you every day. People listen to the radio when they get ready to go to work or school, they listen to it going to and from work, the housewife usually has a set on during the day and the kids have radios with them all the time." He also mentions that radio permits Paramount to prepare special material aimed at specific audience groups by buying time on news shows, sports programs, deejay shows and others.

As most of the other major companies, Paramount prefers transcriptions as opposed to live spots. Also following industry policy, the firm supplies these ETs to stations and theatre owners free of charge. Mr. Friedman points out that for a major film, such as *Samson and Delilah,* Paramount will prepare and distribute over 1,000 radio transcriptions.

Radio Used Regularly

"Radio was used, with almost no exception, on every picture released in 1959 by United Artists," states Robert R. Weston, assistant advertising manager for the company. "We use radio for saturation campaigns, to pre-sell a picture and during the picture's run."

The opening of UA's release *On The Beach* demonstrates how heavily saturation radio is used. According to Mr. Weston, when the film opened in New York on December 17, seven stations in the city carried 206 spot announcements in the period from 6 a.m. to midnight. Using 10, 20 and 60-second ETs, the messages were broadcast every hour and half-hour. The same procedure was used in Los Angeles where 253 spots were used on 11 stations.

"Theatre operators are extremely enthusiastic about radio," Al Fisher, United Artists' assistant exploitation manager, says. "As a matter of fact, we usually get direct requests from exhibitors for co-op money for local radio use. Our usual procedure is to saturate an area from five to seven days prior to the opening of the picture. For the release of *The Fireman,* we were on every station in 25 markets at least once every hour for five days before the opening of the film."

All the film companies prepare a "press book" for most of their releases. Distributed to important exhibitors and to all distributors, the press book contains publicity, promotion material and mats of the ads available for the film. Radio gets prominent attention in these press books. In United Artists' book for *Solomon and Sheba,* exhibitors were informed:

"Here is a double-faced record comprising everything you need to bring home the spectacle, romance, drama and rousing action of *Solomon and Sheba.* Side One contains the regular 10-second, 20-second and one-minute spots with soundtrack and music. Side Two contains special spots relating to the biblical aspects of the picture, and other spots that feature the distinguished voice of Alexander Scourby. Be sure to listen to these hard-sell commercials before planning your campaign."

Martin Michel, director of radio and tv for 20th Century-Fox, says that although the company has always used radio, there has been a considerable increase in the last six to nine months. Most of the radio time is bought on the regular local co-op basis, he says. However, the firm has also made some national buys. A recent example is a spot campaign on NBC's weekend offering, *Monitor,* for the picture *Journey To The Center Of The Earth.*

Use Local Personalities

Unlike many of the other film companies, Mr. Michel says that 20th Century-Fox will make use of popular local personalities to deliver live announcements when the picture lends itself to such treatment. Radio's powerful appeal to teenagers is also underlined by Mr. Michel. "We find that radio is the best way to reach this (teenage) market. Except for a few exceptions, there is very little tv programming offered for this important group."

Radio spots are used on 75 to 80 percent of the pictures released by 20th Century-Fox, it is stated. And it is expected that this policy will continue or increase during 1960.

In addition to the efforts of the film companies, the Radio Advertising Bureau regularly makes presentations to the industry at the company level, distributor level and to major theatre circuits. RAB's field force works closely with the film industry to explore ways of using radio to help sell pictures. • • •

Good Music Sells Better

Hamilton Watch reaches its best prospects with good music in prime evening time. Firm to spend estimated $150,000 in 1960.

If any evidence is needed of radio's ability to sell quality items to an adult audience, ask the Hamilton Watch Company. In the last three years, Hamilton has developed a radio advertising concept based on "good music programming." And the company now has enough faith in this approach to warrant an expansion of its program in 1960 by investing about 20 percent of its consumer advertising budget in radio. (It is estimated that this will amount to $150,000.)

Retail Sales Up

"Our watch sales to retailers," says Ed Jones, Hamilton's consumer advertising manager, was up about 15 percent in 1959, the first full year of our good music approach. We believe that our radio efforts were among the major reasons for the increase."

These efforts in radio are applied to the two periods of the year in which most retail watch business is done, the spring and Christmas holiday season. Radio rides the crest of the retail sales waves in two flights that run from six to eight weeks each.

The first campaign extends from mid-April to early June. Last spring, Hamilton scheduled about 20 to 30 spots a week in 40 markets throughout the country. This spring, it will increase the schedule to cover 70 to 75 stations in about 50 markets. The second flight runs from mid-October to the week before Christmas. In 1959, the fall campaign covered about 100 am and fm stations in 85 markets.

In addition, Hamilton gets extra mileage out of its radio schedule by offering local jewelers the same spots that are used nationally. It sends copy directly to the retailers and provides over 1,000 stations with its commercials on a regular basis. The stations, in turn, solicit their local jewelers. According to Mr. Jones, an increasing number of jewelers are buying time on their local stations to run Hamilton commercials. An indication, he thinks, of retailer approval of Hamilton's advertising approach.

Sales Territories Covered

"In choosing our markets at the national level," says Mr. Jones, "we make sure that each of our 42 sales territories receives some local sales coverage with emphasis on major trading areas. In choosing stations, we try to select those that stress good music programming so that we reach the mature adult listeners who, we have found, are the best prospects for our watches."

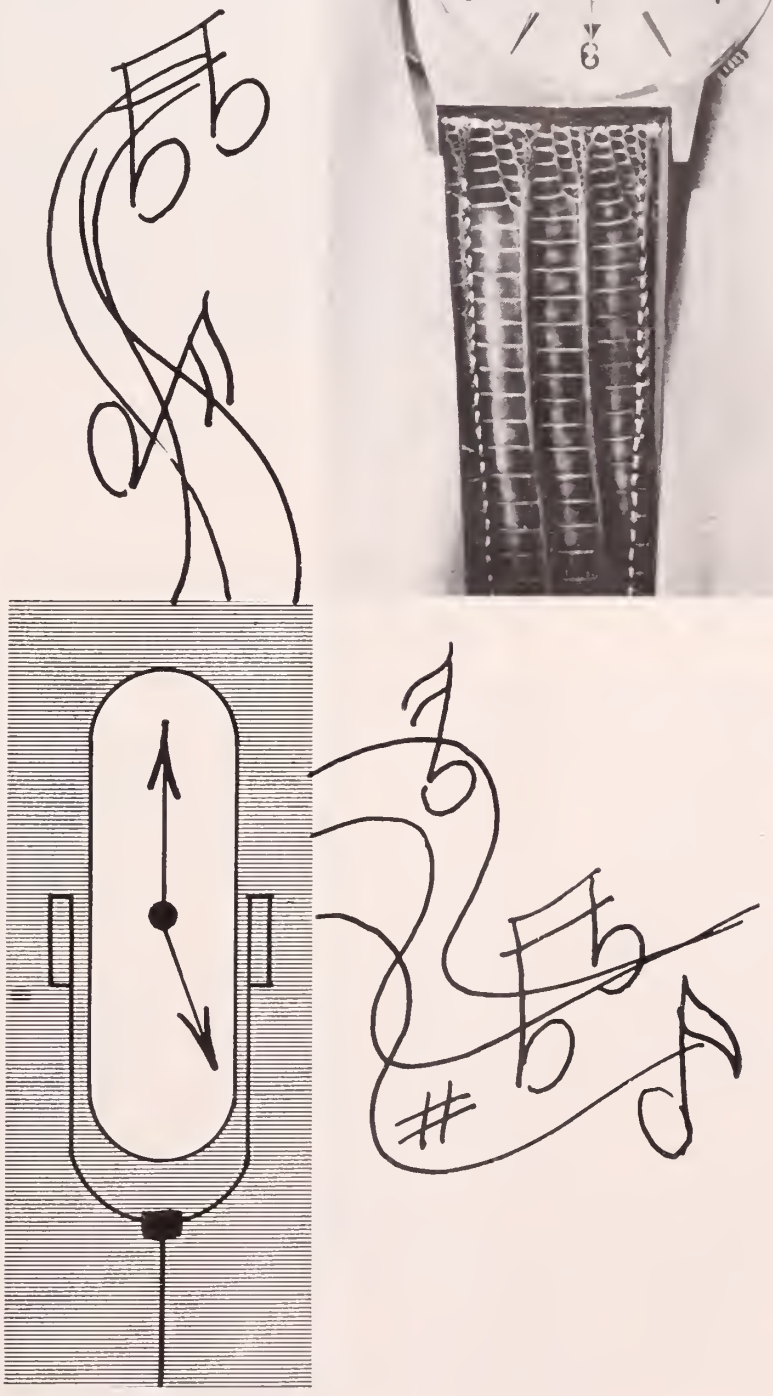
Hamilton's concept of good music can include everything from show tunes to classical selections. David Means, service representative at N. W. Ayer & Son. Philadelphia, Hamilton's agency, points out that they first tried the good music approach in the fall of 1958.

Hamilton has used radio, he says, at different times as far back as the 1930's. In the fall of 1957, and

ELECTRIC WATCH was first of the Hamilton line to benefit from the company's good music approach. Success of market tests led to adoption of this strategy for entire line of watches. Pictured is latest electric model, the Regulus, introduced in February.



Watches



throughout 1958, the entire schedule was placed in early morning spots in news adjacencies in about 20 markets.

In the fall of 1958, Hamilton experimented with a good music station in one market. The campaign, which was on the new electric watch, lasted eight weeks, as did the rest of the radio schedule. Afterwards, the company took a mail survey of about 400 of the station's program guide subscribers.

Survey Radio Results

"We took the survey," says Mr. Jones, "to find out how our advertising had registered. The results were very satisfactory. Among other things, we learned that 50 percent of the respondents cited Hamilton as the watch they thought was best. And over 75 percent associated the Hamilton name with the electric watch, which was just the association we were trying to make during the campaign.

"That one-market test showed us

we were on the right track," says Mr. Means. "As a result, Hamilton has turned almost completely to good music programming. The only markets in which we now use early morning news spots are those which do not have 'good music stations' on either fm or am."

About 80 percent of Hamilton's radio schedule is on fm stations. Mr. Jones explains that they will buy an fm station if it can offer good music and if at least 25 percent of the radio homes in the market are able to receive fm.

Fm Market

"We have found," he says, "that fm is a medium that most closely parallels our market. Hamilton's greatest sales are in the $60 and up price range. This represents about 15 percent of the entire watch market. The profile we have developed has shown us that the most likely Hamilton prospect is a man in his late thirties or older. He has a reasonably good income, is married and has at least a high school education.

"These, we decided, are the same people who listen to good music fm in the evening. Hamilton, therefore, schedules most of its commercials during the 6 to 10 p.m. prime evening period.

"Not only does good music programming offer Hamilton the audience it wants, it also provides the soft, sincere atmosphere desired for the Hamilton commercials," Mr. Jones says.

"The music that surrounds our commercials is very important," says Walter Avis, plans-marketing supervisor at Ayer. "It sets the mood for the dignified message that we strive for in our copy. We want the program to create an atmosphere for our commercials and our comercials to sustain the same musical mood.

"We created special music for for each of the four announcement series we use, to be aired on other types of programs. (Hamilton has comercials for its electric watches, its Weatherproof watches, its diamond watches, and for the special gift seasons.) The music attempts to set a pertinent mood for each watch. For instance, the short, staccato sharps and flats in our electric commercial were created to convey an electric watch sound. The harp and French horn in the Weatherproof commercials are designed to evoke a sound of stormy weather."

Help Set Mood

Kenneth Banghart is another important element in creating the Hamilton mood. Actually, he was first used by the company to introduce its electric watch. The company looked on the development of its electric watch as a news item—it called it the first major change in watchmaking in nearly 500 years—and employed Mr. Banghart because he is a well known and respected newscaster. And, as a news announcer, he was able to report the development in an authoritative announcement like this:

This is Kenneth Banghart,

Mood to Match the Message

Hamilton pays much attention to the material surrounding its commercials. The mood and atmosphere, it feels, must flow easily into the message.

One example of the care it gives to the transition is the way the Hamilton Weatherproof was introduced last fall.

Every attempt was made to place the Weatherproof commercials next to weather reports. The musical theme for the Weatherproof, by utilizing a harp and a French horn, was a stormy bit of music. And the transition copy that Hamilton provided for local announcers effectively related the commercial to any kind of weather that could be reported.

If bad weather was anticipated, the announcer was provided with this copy:

> Sounds like it's going to be good weather for hardy ducks and for the Hamilton Weatherproof Watch. Here's what I mean.

Or, if the weather was good that day, the announcer would say:

> We hope this good weather continues, of course, but one of these days the weatherman is going to wake up in a different mood. That's why this message from the Hamilton Watch Company will interest you.

Then, the masculine, stormy elements combine in the commercial:

> The Hamilton Weatherproof is the watch that can brave any extreme of climate. Cloudburst, blizzard, dust-storm, even a hurricane. Wherever a man of action will venture his Hamilton Weatherproof will perform faithfully and accurately, when its seal is intact. . .



Hamilton consumer advertising manager Ed Jones (c.) consults on media plans with representatives of N. W. Ayer & Son Inc., Philadelphia. They are Don Heller, media timebuyer (l.) and Walter Avis, plans-marketing supervisor. Buys will be concentrated in two periods, six to eight weeks in the spring and before the Christmas season, the peak retail sales periods. Radio advertising supports peak sales effort.

speaking for the Hamilton Watch Company, creator of the world's first electric watch—the first major change in watchmaking in nearly 500 years.

Powered by a tiny "energy cell," the Hamilton electric watch has fewer parts, needs less care, offers greater accuracy. On your wrist or off, it runs completely by itself, without winding....

Company Spokesman

Over a period of time, however, Mr. Banghart has developed into a spokesman for the entire line of Hamilton watches. As a newscaster, he fits into the Weatherproof commercials which were introduced last fall: "The Hamilton Weatherproof watch is for the man who *likes* his elements raw." He has also become an effective expositer of the emotional appeal of Hamilton as a gift item.

Gifts also make up a significant share of the fine watch market. This is a fact that Hamilton took into consideration when it successfully developed the theme built around "Gift of a Hamilton — reward of love." In its diamond watch commercials and, of course, in its Christmas campaigns, the emotional appeal of a Hamilton gift is emphasized. It is enhanced by the piano and strings of the musical theme and the dignified sincerity of the announcer.

The emotional significance of a Hamilton diamond watch is demonstrated in this comemrcial:

You'll always remember what first attracted you to her—the sweep of her hair, perhaps—her perfume, or her pleased smile the first time you asked her out. Then one night you knew you were both in love, and ever since she's been the heart of your world. And when you choose a watch for her, you naturally want one that tells the magnitude of your love. No watch is so exciting to receive as a Hamilton diamond-set watch. This fine American watch is one to endure as your love endures...

"This copy approach," declares Mr. Means, "takes into consideration all the factors we emphasize in selling the watch. First, it is a quality product. Secondly, it is a relatively high priced product. Thirdly, we are adding esthetic value to the product itself. Finally, it is a gift item. These are factors that apply to our entire line of watches. And they are important to all our radio advertising."

"And," adds Mr. Jones, "after three years of experimenting, we think we've found an audience which not only enjoys good music, but which also is able to respond to our advertising. Low pressure sells, too—when the medium, the audience, and the marketing approach are right." • • •



1960

NAB 1960 Convention Committee

Co-Chairmen:	Thomas C. Bostic	KIMA	Yakima, Wash.
	Payson Hall	Radio-Tv Div. Meredith Publishing Co.	Des Moines, Ia.
	Fred A. Knorr	WKMH	Dearborn, Mich.
	J. R. Livesay	WLBH	Mattoon, Ill.
	Robert J. McAndrews	KBIG	Hollywood, Calif.
	F. C. Sowell	WLAC	Nashville, Tenn.
	W. D. (Dub) Rogers	KDUB-TV	Lubbock, Tex.
	Dwight W. Martin	WAFB-TV	Baton Rouge, La.
	G. Richard Shafto	WIS-TV	Columbia, S. C.
	Willard E. Walbridge	KTRK-TV	Houston, Tex.

Against a background of governmental investigation and legislative concern, the 38th annual convention of the National Association of Broadcasters is expected to take on a decided business-like complexion.

For the second year in a row, the annual broadcaster meeting will be held in Chicago, from April 3 through April 6. Headquarters for the convention and its exhibits will be at the Conrad Hilton Hotel; the Broadcast Engineering Conference sessions will be held across the street at the Sheraton-Blackstone Hotel.

Self-Regulation

Although there is no theme or slogan slated for this year's meeting, the radio management sessions will be keyed to emphasizing machinery for self-regulation, according to John F. Meagher, vice president for radio, who will preside over the radio sessions.

To this end, stress will be placed on "plans to amplify the implemen-

NAB annual meeting set to take place next month (April 3 through 6). Among radio highlights: Fm Day, RAB presentation, SRA spot sales story, plus equipment exhibits

Convention Warms Up

tation of the Standards of Good Practice."

According to NAB reports, the luncheon speakers are all set. Secretary of State Christian A. Herter will address the luncheon session on Monday. At this session, the NAB also will present its 1960 Distinguished Service Award to Clair R. McCollough, Steinman Stations, Lancaster, Pa.

On the following day, special interest will be paid to Chairman John C. Doerfer of the Federal Communications Commission who will be the Tuesday noon-time speaker. On Wednesday, the highlight of the luncheon will be the presentation of the second annual Engineering Achievement Award to FCC Commissioner T. A. M. Craven.

One of the important radio innovations at this year's convention will be an all-day fm session, to be held Sunday, April 3, the day preceding the formal opening of the annual meeting. It has been designated Fm Day by the NAB's Fm Radio Committee, headed by Ben Strouse, WWDC-FM Washington, D.C.

During the morning session, the National Association of Fm Broadcasters will conduct the program, open to its members. It is expected to concentrate on sales promotion. C. Frederic Rabell, KITT-FM San Diego, is president of the relatively new organization.

The afternoon portion of Fm Day will be under the supervision of NAB's Mr. Meagher. It will be open to registrants of the NAB convention.

Official Opening

The official opening of the convention takes place Monday morning with the annual address by Harold E. Fellows, president of NAB.

The association states that, "Most convention sessions, including assemblies, luncheons and the banquet, will be open to all registrants. Those who may register are active and associate members of NAB and persons not eligible for membership in the association.

"A few sessions will be closed to all except owners and managers and their accredited representatives. Special accreditation forms are being provided members who wish other executives of their stations or networks to attend these sessions."

The co-chairmen of the NAB convention committee are Thomas C. Bostic, KIMA Yakima, Wash., and Payson Hall, radio-tv division, Meredith Publishing Co., Des Moines, Ia.

As in prior years, there will be a panel discussion featuring the members of the FCC. Because of the developments of the past months, this session is expected to evoke considerable interest.

From a strictly radio point of view, the key business session is tentatively set to begin Monday afternoon when Lawrence Webb, managing director of the Station Representatives Association, will show the SRA's new spot radio presentation, "Prospects on a Silver Platter."

Also slated for Monday afternoon is a music licensing session that is called to explain the provisions of the new ASCAP contract, among other things. This session will be

presided over by Robert Mason, WMRN Marion, O., and Emanuel Dannett, counsel for the All-Industry Music Licensing Committee.

The annual presentation by Radio Advertising Bureau is tentatively slated for Tuesday morning. It will feature the latest facts and data on the radio sales story.

Concurrent with the 38th annual convention will be the 14th annual Broadcast Engineering Conference. A new feature of this part of the annual meeting is scheduled to be a 30-minute presentation that will preview the broadcast equipment exhibits. It will be held immediately after the formal opening of the conference on Monday morning. The preview will be presented by Warren Braun, WSVA Harrisonburg, Va., chairman of NAB's Broadcast Engineering Conference Committee.

According to Everett E. Revercomb, NAB secretary-treasurer and convention manager, a record number of 37 companies have signed for space in the Hilton's Exhibition Hall. This compares with 34 exhibitors last year.

The following are the companies who have reportedly taken space:

Adler Electronics Inc., Alford Manufacturing Co., Ampex Corp., Caterpillar Tractor Co., Century Lighting Inc., Collins Radio Co., Conrac Inc., Continental Electronics Manufacturing Co., Dage Television Div., Electronic Applications Inc., Fairchild Camera & Instrument Corp., Foto-Video Labs. Inc., Gates Radio Co., General Electric Co., General Electric Labs. Inc., GPL Div. of General Precision Inc., The Harwald Co., Hughey & Phillips Inc., Industrial Transmitters & Antennas Inc., Kahn Research Labs. Inc.

Kliegl Bros., MacKenzie Electronics Inc., Metropolitan Electric Manufacturing Inc., Minneapolis-Honeywell Regulator Co., Nems-Clarke Co. Div. of Vitro Corp. of America, Programatic Broadcasting Service Div. of Muzak Corp., Radio Corp. of America, Raytheon Co., Sarkes Tarzian Inc., Schafer Custom Engineering, Standard Electronics Div., Telechrome Manufacturing Corp., TelePrompTer Corp., Telescript-CSP Inc., Tower Construction Co., Utility Tower Co. and Visual Electronics Corp. • • •



Harold E. Fellows
President, NAB



Christian A. Herter
Secretary of State
Monday Luncheon Speaker



Clair R. McCullough
Steinman Stations
Distinguished Service Award Recipient



John C. Doerfer
FCC Chairman
Tuesday Luncheon Speaker



T. A. M. Craven
FCC Commissioner
Engineering Achievement Award Recipient

RTES Serves Radio Under Glass

March 23 Roundtable luncheon in New York features major radio session. Admen from Shell, Chesebrough-Ponds and Scott Paper are slated to be among speakers' panel

An evaluation of radio today is scheduled to take place March 23 at New York's Roosevelt Hotel as the Radio & Television Executives Society stages its first major radio session in quite some time (see *An Event to Watch For,* February 1959).

Entitled "Radio as an Advertising Medium," the speakers' panel will include three representatives from the advertiser level and two from the radio industry itself.

The scheduled client speakers are: D. C. Marschner, sales promotion and advertising manager, Shell Oil Co.; James Stocker, advertising manager, Scott Paper Co.; Albert Richardson, vice president-advertising, Chesebrough-Ponds Inc. Industry members who will be part of the panel are George Arkedis, vice president for sales, CBS Radio, and Maurice McMurray, national sales director, Storer Broadcasting Co.

Co-chairmen of the monthly Roundtable Luncheon Committee are Al Shepard, sales manager, Select Station Representatives Inc., and Ed Reynolds, assistant director, press information, CBS Tv Network. Mr. Shepard will serve as host of the March 23 session, which is set to take place at the Roosevelt's Palm Terrace Room starting at 12 noon.

Each member of the luncheon panel will comment during opening remarks. The advertising executives are expected to center their attention around why they use radio, according to Mr. Shepard.

After each one's opening comments, the session will be turned over to the roundtable format. Mr. Shepard will moderate a question and answer session among the panel speakers. The questions will be selected in advance and each guest will be given a chance to offer his answer.

One source of questions is a specail mailing RTES has sent to advertising agencies. It includes 15 questions on various aspects of radio.

Some of this material will be incorporated into the luncheon. The complete questionnaire returns are slated to be presented exclusively in the April issue of U .S. RADIO.

The idea behind the forthcoming session is to feature radio as a "primary medium capable of performing a basic sales job for any advertiser." The meeting will explore why and how advertisers use radio and the successes and problems they have had with it.

RTES believes that, "The people who know radio well are the ones who are using it effectively. One of the aims of this meeting is to spread some of this knowledge around for everybody's benefit. This will be a forum—an exchange of ideas by knowledgeable people."

Some of the agency questions included in the RTES questionnaire and around which much of the Roundtable material will be centered are:

- "What recommendations would you make to improve radio programming from the viewpoint of both audience and advertiser? (Stations and networks)
- "What recommendations do you have to simplify the buying and selling of multiple market spot radio campaigns?
- "Many agencies buy certain predetermined time segments (such as Monday through Friday, 7 to 9 a.m. and 4 to 7 p.m.). Have you experienced good radio results in other time periods; i.e., weekend, evening? Please comment.
- "Can you cite examples of how you have used radio's flexibility to your clients' best advantage, such as copy approach, saturation, timeliness?
- "Have you found in your use of radio a marketing approach that could not be accomplished by other media? Cite examples or comment."

Mr. Shepard states that a special effort by members of RTES is underway to insure as great an agency turnout at the Roundtable meeting as possible. •••

question and answer

THE QUESTION:

What Role Does Creative Media Strategy Play in Radio?

VICTOR SEYDEL ANSWERS:



Mr. Seydel, vice president and director of radio and television, Anderson & Cairns Inc., New York, *explains why numbers are not the only consideration when buying radio. He is of the opinion that "effectiveness in radio depends upon applying common sense to the wealth of figures available."*

There is a great deal more to media selection than mere numbers. If figures meant everything, the smaller advertiser wouldn't have a chance. The advertiser with the biggest budget, using the most stations with the greatest frequency, would win the largest share of the market all the time.

The best media results, however, don't come from just following the numbers, be they dollars or rating points. It is knowing what to do with the numbers that makes the difference between plodding, uninspired media selection and success stories. Don't let numbers rule you. Make them work for you and your clients by adding common sense.

Of course, the size of the budget is important. But I recall one time our agency was given $6,000 to compete with an expenditure of $150,000. Both companies were introducing a new car model in the same area to kick off national campaigns. And our client wanted to maintain his normal ratio of sales even though his competitor was spending 25 times as much for advertising and promotion.

We bought a full page in the automotive section of the Sunday newspaper in the area. Then we put the rest of our money into a week-long spot radio campaign to run the week preceding the newspaper ad. We never mentioned the name of the product; just told our listeners not to miss the Sunday ad in the automotive section. That's where we could show them what the car looked like. It worked, too!

Most of the products you advertise are what you might call mass products. But, when you examine them a little closer, the audience for any product is selective to a degree, representing a particular segment of the total audience. Either you're aiming primarily towards the housewife with a new wash and wear fabric, or towards the man who wants a foreign car or towards people who get poison ivy. No matter what the size of your budget, information is always available to help pinpoint this primary group.

Through the station representative, you can get all the information you need to make a decision on any market anywhere in the country. And our experience with station representatives has shown us that they are just as helpful in supplying information for a client spending $1,000 as for one spending $10,000 in a market.

The representative can supply all the timebuying tools you can't get yourself. Rates and ratings are easy

to obtain. Research by the station itself is helpful. Just as important, however, is the information about the station that does not appear on charts or printed material. A program schedule, for example, can give you an idea of the station's format, but tapes can tell you the "sound" of the station and give a true picture of the programs or of the announcers and personalities who represent the station.

These are the factors that give you an idea of the stature and appeal of the station. By comparing the image that is projected with the statistical data you've gathered, you can determine whether you are getting the right audience for your product at a reasonable price, and if your commercial message is compatible with the station's program style, which obviously dictates the kind of people that listen to the station.

It is important, I think, that the representative know not only who the client is, but also his complete local market picture. Too few agency people take the time to give the representative a thorough briefing.

Media selection is, after all, a continuing process. What is true today may no longer be valid in as little as six or seven months. And one of the important jobs of an agency is to detect these station and market changes as they happen, and to absorb and act on them as they occur.

This often means acting on the changes before they show up in statistical data. For example, you're on one station that appeals to the teenage market. A new personality or program is introduced in which you detect a switch in emphasis—maybe to an older audience with more money to spend on quality products.

Here, by applying thought to the numbers, you may be justified in taking a chance that there will be a shift in the make-up of the station's audience. So you buy with your head, as well as by the book. What you're doing is making your client's dollars work harder. This is creative media selection.

Here's another example of how little numbers can mean, unless they are used as a catalyst for media thinking. One food account we carry, White Rose Tea, is advertised only within a radius of 50 miles of New York City. It is in competition with nationally distributed giants advertising in the national market place.

Penetration and Impact

We use saturation radio to compete. Saturation not in terms of frequency, but in terms of penetration and impact. We call it selective saturation. We have found that during our flights of four to six weeks each, we can reach and impress over 90 percent of the radio homes in the area by using a total of about 50 spots a week on four or five stations in the market. This schedule represents peak efficiency for the dollar. Additional stations would bring diminishing returns.

In another case, we made the budget for a poison ivy preventative go much further by applying a little common sense. Our reasoning told us that city people don't consider poison ivy a problem. You just don't get it walking down paved streets or leaning against concrete buildings. So, in a few selected major markets, we put our money into stations in perimeter areas—in the suburbs and small towns where mothers listen to the local stations to find out if school is open, and where their children might pick up poison ivy while at play. Success?—you bet!

We believe that radio is a vital and dynamic media tool. And it is my personal belief that on a dollar basis, radio probably reaches more people than any other medium.

This does not mean, however, that radio can automatically reach more people effectively. Effectiveness in radio depends upon applying *common sense* to the wealth of figures available.

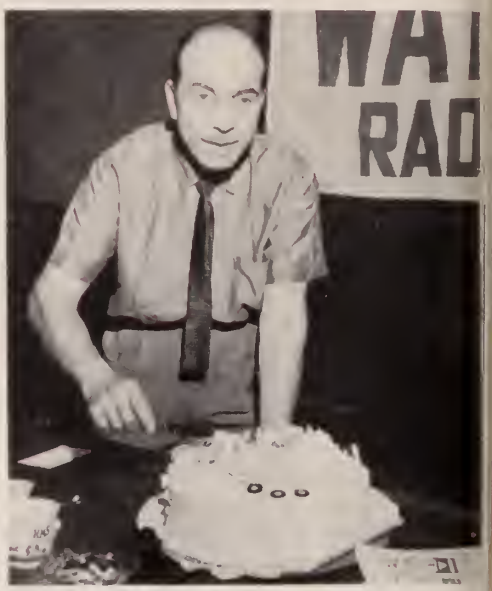
The radio airwaves today are filled with advertising success stories. And believe me, where you find such a success story, somebody bought with his or her head as much as with the numbers. • • •

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land



A LUAU, A LAUA, we're going to a luau, sing the guests of KYA San Francisco. Party for agency and client executives was one of 10 kicking off the station's stereophonic broadcasting with its sister fm operation. Hawaiian-clad hostesses wave welcome to festive group.



HEARTFELT THANKS on his 25th anniversary as a disk jockey is offered by Martin Block, WABC New York, as he cuts cake given to him by his staff. He celebrated by raising over $50,000 for the Heart Fund in an 11-hour on-the-air Chinese auction for listeners.



RECORD WELCOME extended by deejay Jim Holt, WBZ Boston, takes place at his Saturday night "Skate Hop" which he hosts weekly at the Skating Club of Boston. Listeners skate to the pop tunes played by Holt.



AMPEX INSPECTION for Winter Olympics is carried out by sportscaster Russ Hodges (r.), radio producer Franklin Mieuli (l.) and Ampex Professional Products Co. manager Neal K. McNaughten. Over 100 foreign sportscasters used 50 Ampex recorders to cover the games.



KICKING OFF their new Million Dollar Music Format, WAAF Chicago took a booth at the Chicago Auto Show, broadcasting on the spot daily. They were so satisfied with the project that they set up another booth at the Sports and Vacation Show this month.



WINNER OF the drawing held by WADO New York could buy this car for 99 cents. Feature was promoted by Christensen & Weiss auto dealers with a heavy saturation schedule over the station. Other prizes included dinner for six couples.



CHEERS FOR a cause are led by the WHK Cleveland basketball team's cheerleaders (front, l. to r.) Carol Fauber and Sandy Parks and (back, l. to r.) Delores Simko and Sharrie Milner. The team raises money for uniforms and equipment for needy Cleveland schools.



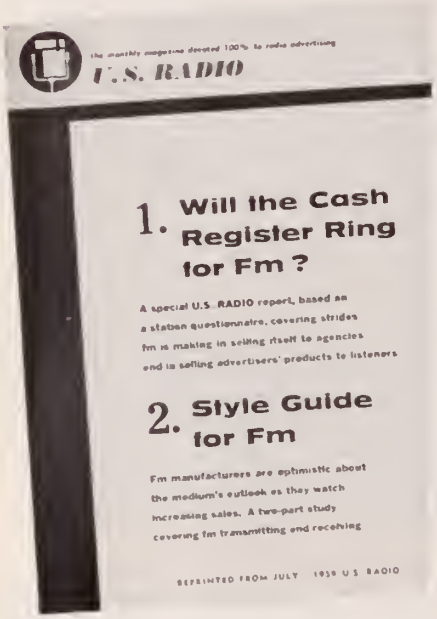
REIGNING OVER Florida's billion dollar citrus industry is Florence Cloud, winner of the 1960 Florida Citrus Queen beauty contest. She was entry of WGTO Cypress Gardens.



CHARLOTTE'S WOMAN of the Year, Mrs. David L. Wallas, receives award from Pat Lee, woman's editor of WBT Charlotte. The station has presented the award annually for the last five years. Winner was cited for ability "to work constructively with people."

Articles Of Major Interest Reprinted From U. S. Radio

Numerous requests for articles have necessitated reprinting in quantity. . . . The following reprints are currently available:



- **Will the Cash Register Ring for FM?** (including equipment style guide for FM)
- **Tetley Leaves it to Radio**
- **Negro Radio Tells its Story**
- **Smoothing on Saturation Radio**
- **Thrivo Barks Back**
- **Sinclair Trims Spot Paper Work**

For further information, write—

Reprints
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50 West 57th Street, NYC 19.

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New York 19, N. Y.

Please see that I receive ***U.S. RADIO***

1 YEAR $3 ☐ 2 YEARS $5 ☐

Name_____ Title_____

Company_____

Type of Business_____

☐ Company or

☐ Home Address_____

City_____ Zone____ State_____

PLEASE BILL ☐ PAYMENT ENCLOSED ☐



Local Radio Proves Low-Cost Way To Boost Sales

Prentice-Hall Management Letter Cites Radio As An Effective Medium For Local Advertisers

Prentice-Hall Management Letter confirm's U. S. RADIO*'s opinion that radio is a strong salesman for advertisers of any size. Here is a reprint of material in Feb. 1, 1960 issue. (Also, see Letters To The Editor, p. 22.)*

Radio has hit its stride as an advertising medium. Radio listening is on the rise both at home and outdoors. Broadcasting's special assets of low comparative cost, broad coverage and flexibility make it a key ad medium for local and regional retailers and manufacturers faced with big-budgeted national competition.

How radio can be tied in with other media—and how it can do a job of selling on its own for a wide range of businesses—is detailed in the success stories that follow.

When Blue Bell Inc., an East Coast based clothing manufacturer, sought to spark teenager purchases of their Wrangler line of blue jeans in the Southwest, they found themselves up against a well-established brand that had become a household name. They used Phoenix, Ariz., as a launching site because it is a fast-growing market where jeans are included in every wardrobe.

Describing the objectives of the program, Norb Considine, Blue Bell's advertising manager, said that the firm wanted a hard-hitting campaign that would achieve four things. One, to impress the teenagers. Second, to be easily controlled and measured. Third, to be inexpensive and yet grab sales away from a giant competitor. The final objective was to set a pattern for similar promotions elsewhere.

Considine explained that his original plan was to use local television. However, his ad budget couldn't stand the high cost of a prime tv slot.

Radio Set Pattern

Here is how radio more than satisfied Blue Bell's market-cracking requirements, and set the pattern for a whole new advertising and sales approach.

Blue Bell's advertising agency set the scene for the radio campaign in the fall of 1959 with a market study that recorded the firm's dismal level of sales and brand recognition in Phoenix. Next, a teenage talent contest was launched on four local stations simultaneously. The incentives included an all-expense paid trip to a rodeo, $300 worth of merchandise plus 50 Wrangler products for the winners' friends. Four talent finalists were selected from a huge turnout of boys.

Local excitement over the contest was turned to Blue Bell's advantage by having each of the finalists record a series of Wrangler commercials for each local outlet. An additional interest heightener was a runoff election to choose the best of the four talents. Local stores were equipped with window banners, ballot boxes and a special lure—50 extra ballots to any purchaser of a pair of Wranglers.

As a result of the campaign, more than 100,000 votes were cast. A post campaign study by Blue Bell's agency showed more than 90 percent of those questioned were aware of the Wrangler brand — compared with less than 50 percent before the contest, and it was found that almost 15 percent owned a pair of Wranglers against five percent previously.

For a total outlay of a little more than $9,000, Blue Bell used the sound medium to open the entire Southwest market, establish brand loyalty and set an inexpensive pattern to follow in other areas. Blue Bell also learned that radio is a prime sales medium for teenage products, and the local disc jockey personalities have very strong teenage followings that sellers can tap.

Radio's ability to help a retail business that is undergoing a vigorous period of expansion is seen in the experiences of John's Bargain Stores. John's Bargain Stores is a chain of more than 100 outlets in the New York Metropolitan area—but now expanding to other eastern cities. The chain deals primarily in low-priced merchandise and manufacturers' leftovers.

In the course of the 10 years in which the firm has grown from a small operation, "John's" approach to broadcast advertising underwent a change from skeptical to enthusiastic. In fact, the man in charge of the chain's radio advertising, Ted Royce, is a former professional radio man. He firmly believes that any firm can fit radio into its general promotion.

As an illustration of the pulling power, wide coverage and measurability of radio, Mr. Royce describes one of the firm's radio spots which offered a free comb set to listeners. It had been anticipated that the radio message would bring a response of a few hundred requests for the combs. Instead, he says, several thousand listeners sent in their request for the item.

Radio's ability to get its listeners to take action and to reach people who are not reading their papers or viewing television is illustrated by a "John's" special radio ad for sunglasses that was broadcast at 5 p.m. Before the regular store closing time of 6 p.m., a substantial number of sunglasses were sold as a result of the radio announcement. Radio-listening motorists were the prime customers.

One sure-fire advertising approach upon which Mr. Royce places great emphasis is the 60-second recorded spot announcement designed to sell "daily specials." He combines a humorous jingle and straight commercial into one package that is aired the afternoon before, and the morning of a "special" sale. Radio's flexibility permits a quick change or substitution if stock is exhausted—or if the weather turns bad.

Basic Advertising Formula

The basic advertising formula employed by "John's," Mr. Royce explains, is a combination of local radio and one newspaper in the area being covered. To demonstrate the cost advantage of radio, Mr. Royce uses this rule of thumb: The cost of one full page newspaper ad can pay for one week of spot radio.

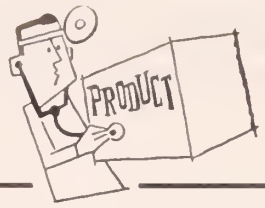
The success stories outlined here are only samples of the various promotional jobs that businessmen are assigning to radio. Of course, all advertising media have their special roles to play. However, radio's flexibility in terms of programming, price structure and audience appeal make it ideal for local businessmen.

Local and regional radio advertising is becoming an everyday affair for a growing variety of businesses such as private home builders, appliance companies, supermarkets, banks and others. • • •

Local Radio Demonstrates Impact

- $9,000 radio campaign opens new market for clothing manufacturer.
- Brand identification up from 50 percent to 90 percent after campaign.
- Retail chain's free radio offer brings thousands of responses.
- Special radio announcement at 5 p.m. gets strong response in one hour.

commercial clinic



New Firm Translates Copy Into 50 Foreign Languages

It takes more than a dictionary to translate a commercial.

Ask the American company that tried to tell a Spanish audience that anyone who didn't wear its brand of hosiery just "wouldn't have a leg to stand on." What the copy said in translation was that the wearer would "only have one leg."

Or the advertiser who said you could wear his swim suit all day in the sun. He meant the colors wouldn't fade. But to the Latin Americans who heard the commercial, the poor translating made the idea absurd. It is too hot to stay out in the sun all day where they live—especially in a bathing suit.

Or the announcer who read a translation in Castilian Spanish to a Colombian audience. The Spanish in South America is not the same as that spoken in Spain. And Colombians, the advertiser discovered, like to hear their own dialect when they turn on the radio.

Need Increasing

With more and more advertisers reaching out into foreign markets abroad and foreign language markets in America, the need for correct and appropriate translations is increasing. To fill the role of translator, Cuban-born John Gres has established Round Hill International Productions, New York.

"Very often," Mr. Gres points out, "the entire meaning of an advertising message can be lost by the use of a word or phrase which is technically correct, but doesn't idiomatically conform to local custom." Or, he adds, the translators don't take into consideration differences in dialects, customs and listening habits of the inhabitants of the countries in which the commercials will be heard.

Professionals Available

"Now the American advertising agency handling foreign language accounts will have available the services of a group of professionals skilled in the technical aspects of their language, as well as in the communications techniques utilized by media in their native lands."

Agencies generally have one or two expediencies they use in translating for their foreign markets, Mr. Gres explains. They employ translators who work in their offices and are adept at the language but usually not acquainted with the market in which the commercial will run. They also use local people in foreign countries who know the language and customs of the market but who don't understand the selling problems of the advertiser. And when the translators are so far from the advertiser's home office, the advertiser can lose control over what he wants to say, Mr. Gres states.

"When we do the translating, we want a commercial that will do justice to the product and will be acceptable to the people in the countries in which it will be heard," says Mr. Gres. "Whether we translate a commercial, adapt a jingle or narrate an announcement, we want it to say just what the advertiser has in mind in language appropriate to the foreign audience.

"The firm can translate commercials into 50 different languages. There are eight staff translators on a full time basis. In addition, there are about 150 more translators on an assignment basis, and over 200 free lancers that Round Hill can call on to translate commercials into everything from French and Spanish to Korean and Swahili. Not only are the translators adept at their languages, but they have a knowledge of the idioms, customs and dialects of the country to which the commercial is going. And they are also acquainted with the communications techniques involved.

"Round Hill," Mr. Gres continues, "can offer a variety of services. The firm can provide the translation, the talent, the taping and the distribution facilities. We are also equipped to handle the market research necessary to decide where and how to advertise. We can find out what language, dialect and accent the advertiser must use. We know where to get the information about the markets to which the advertiser must appeal. And we can advise the advertiser on the programming of the country or market in which he is interested."

At 32 years of age, Mr. Gres can look back on more than 15 years of radio experience. He has served as a producer-director of foreign language productions with NBC. He has also been with the United Nations, the United States Information Agency and advertising agencies servicing foreign accounts. He has been a producer, writer and announcer with radio station CMZ Havana. Most recently Mr. Gres was program director of WRUL New York. • • •

HOMETOWN U.S.A.

station log



► **News:**

In an effort to expand its services to listeners, KSD St. Louis reports that it has engaged a private meteorological firm to prepare its news of the weather. The company, Weather Corporation of America, is preparing and broadcasting reports direct from its offices. A vice president of the firm serves as weather announcer.

Weather reports can now be tailored, says KSD, to fit the daily needs and interests of its listening audience. Information includes a forecast of weather conditions and the reasons for the forecast. In addition, it provides an analysis of the probabilities of bad weather, national weather reports of interest and historical weather facts about the area covered by the station.

The reports are heard nine times a day, Monday through Friday, on the three-quarter hour. The station points out that the private firm is licensed by the U.S. Department of Commerce. It is not in competition with the U.S. Weather Bureau, but provides additional information tailored to specific needs.

► **Public Service:**

Many examples have been reported of the variety of ways in which a station participates in community affairs.

WCCO Minneapolis was credited with averting possible tragedy by alerting the public that a service station in the area had erroneously sold more than 100 gallons of gasoline to customers buying fuel for space heaters. As soon as the station was notified of the error, it broadcast a series of bulletin warnings, requesting persons to return the fuel. Within an hour, reports the station, most of the gasoline had been recovered.

WOWO Fort Wayne collected over $11,200 for a needy family in its 1959 Penny Pitch. Appeals went out for donations to pay off the mortgage on a home in the community in which a father's death had left a wife and seven small children in need. According to the station, over 19,000 letters came in with contributions from 27 states and Canada. In addition to the mortgage, the donations paid for house repairs and hospital bills incurred by the family.

WICE Providence, R. I., and 19 car dealers in the state announced the inauguration of the first state-wide Soap Box Derby franchise in the history of the competition. Winner of the local derby to be run in July, will be sent to Akron for the All-American Soap Box Derby in August. Previously, says the station, only individual cities had participated in the national event.

► **Programming:**

WGAY Washington changed its call letters to WQMR when it inaugurated a quality music format for an adult audience. In addition, the station has instituted several procedures to enable it to broadcast good music without interruption throughout the day.

According to the station, no record titles or artists' names will be announced; no excessively loud commercials will be aired, no commercials longer than 60-seconds will be accepted. • • •



Winter meeting of managers of ABC owned & operated stations and network officials in Phoenix included (seated, l. to r.) Edward DeGray, pres., ABC Radio; James Riddell, v.p., western div.; Simon Siegel, financial v.p., ABC-Paramount & v.p. & treas., ABC; and Stephen Riddleberger, v.p. for O & O stations. Standing (l. to r.) Jack Stahle, KGO sales mgr., San Francisco; Ralph Beaudin, KQV gen. mgr., Pittsburgh; John Pace, KABC gen. mgr., Los Angeles; Leonard Goldenson, pres., ABC-Paramount Theatres Inc.; William Rafael, national program dir., ABC Radio; Martin Brown, v.p. & asst. treas., ABC Radio; Ben Hoberman, WABC gen. mgr., New York; Harold Neal, v.p., WXYZ Detroit; and Charles DeBarre, general counsel for ABC owned and operated stations as well as for ABC Radio.

Among guests at KISN Portland, Ore., open house were members of station's national representative, Avery-Knodel Inc. Seated, (l. to r.) are Bill Knodel, Chicago; Don Burden, KISN owner, and Lew Avery, New York. Standing, (l. to r.) are John Tormey, New York; Danny Deever, Seattle; Dick Shireman, KISN general manager; Roger O'Sullivan, Chicago, and Paul Holter, stationed in San Francisco.



BPA memo

March of Dimes Donations Bail Out Jail-Bound Deejay

Money for the March of Dimes rolled into the city prison when it was requested in the form of "bail" for deejay Vinnie Vincent of WAYS Charlotte. The deejay was arrested for playing the piano in a city square as he solicited funds for the 1960 drive.

In granting permission for the deejay to broadcast remote appeals from his cell, the court stipulated that when $1,000 was raised for his bail it would be turned over to the March of Dimes. Besides remote broadcast equipment, Vincent was provided with a piano and a special telephone number for pledge donations. He broadcast every hour, pleading for pledges from listeners and playing requests for contributing visitors. Charlotte volunteer policemen donated their time and picked up telephone offerings. According to the station, they collected over $1,000 within 24 hours.

Listeners Adopt Plan To Become Foster Parents

By reaching a little way into their pockets, listeners of KDKA* Pittsburgh have "adopted" two children through Foster Parents' Plan, Inc. Through the efforts of announcer Bob Tracey, contributions have come in for the support of a seven-year-old Italian girl and a nine-year-old Greek boy. The station reports that by its listeners' support, the children will be assured that their basic food, clothing and medical needs will be met.

For about eight dollars a month for each child, the "foster parent" can receive this kind of message from the children: "I received the $8 you sent me for September, as well as another $6 to buy shoes with. I bought a nice pair of sturdy shoes, two pairs of socks and six hankies."

Kids Love Rewarding Their Favorite Teachers

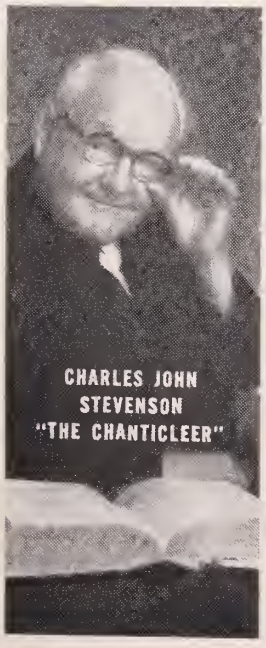
WLOS* Asheville, N. C., felt it was about time the teachers in the area received recognition due them. The station appealed to its younger listeners to send in the name of their favorite teacher for an "Apple for the Teacher" contest. Each week the name of one of the teachers was drawn. The lucky one received a basket of fruit delivered to the classroom personally by a station staff member. According to the station, the kids loved it, especially when their efforts bore fruit.

3-Day Broadcast Comes Live From a Taxicab

One way to introduce a disk jockey to a city is to have him ride the taxicabs for three days. KENO Las Vegas went one step further. It gave deejay Don Hinson a two-way radio and let him broadcast live from an operating taxicab continuously for 74 hours and 19 minutes. The "Taxi-thon" promotion, purchased by a local taxi company, was carried out while cabbies operated-as-usual, cruising and carrying fares all over the city.

Hinson broadcast all program material, spots and tags directly from the front seat of the cab. He interviewed passengers, stopped at Strip hotels and waited in taxi lines for fares. He aired a gasoline commercial while the taxi was fueling up. He took celebrities to movie sets. All of this took place while he was on the air. Four drivers took turns driving the cab, which was painted outside with information about the

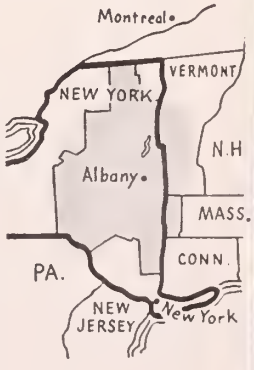
(Cont'd on p. 54)



These Men Capture Listeners!

WGY offers advertisers a unique (for its area) opportunity to sell specific adult groups

Through personality shows such as "The Chanticleer" and "Breakfast With Bill," WGY captures specific and mature audience groups in its market area: Northeastern New York and Western New England. This varied programming earns top listenership among all adults—listeners who *spend the money* for your products. With spots on WGY, you can pin-point your sales message to individual buying groups (farmers, housewives, sports fans, many others)—an advantage no competing station offers. Varied programming makes WGY your best area buy for a class *or* mass message. For availabilities, contact the Henry I. Christal Co. or WGY, Schenectady, N. Y.





50,000 Watts • NBC Affiliate • 810 Kilocycles

A GENERAL ELECTRIC STATION

promotion.

According to the station, the deejay did not fall asleep, but wore himself out trying to keep up a conversation with passengers all the time—even when he was not on the air.

Promotion Tells Audience To Listen for the Beeps

Beeps bring cash to alert listeners of WDRC Hartford. The station has begun a "Bucks for Beeps" contest that runs on every feature program throughout the daily broadcasting day.

On-the-air promotion instructs the audience to listen for the 3,000 cycle beeping tone broadcast several times a program. The beep is a signal that a question will be asked. When the announcer asks the question, the listener mails in the answer. The question is always related to what has happened or is about to happen on the program. It may be concerned with the name of the artist or record that will be played next, or with the price of a special mentioned in an earlier commercial.

Listeners hearing the most beeper interruptions and writing in the most correct answers win $10.

Safe Driver Citations Promote Traffic Prudence

Philadelphia's traffic police are now on the lookout for safe, courteous drivers. They've been instructed by their commander to look for the driver "who goes out of the way to make the road safer."

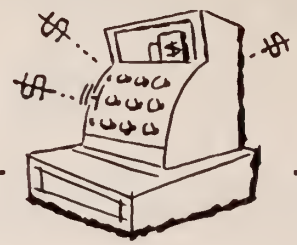
Object of the campaign is to commend drivers who show excellent judgment on the road. It is a cooperative venture of WPEN* Philadelphia and the Philadelphia Police Department.

Recipients of the commendations receive small cards bearing the picture of a saluting policeman and the phrase, "The Philadelphia Police Department salutes you for being a safe, courteous driver." The cards are signed by the city's police commissioner, and include a notation that traffic reports can be heard over WPEN. • • •

*Denotes stations who are members of BPA (Broadcasters' Promotion Association)

HOMETOWN, U. S. A.

radio registers



FIVE AND DIME STORE

W. W. Mac Co. decided to give radio a three month test over WPLA Plant City, Fla. The company used 10 spots a month during the test period to promote at least one, and not more than three specials a week. According to the manager of the store, sales increased over 25 percent the first week of the campaign. In the weeks that followed, says the manager, sales ran from 10 to 30 percent better than the corresponding weeks of the previous year. Radio was the only media used.

HOUSE TRAILERS

The Cox Trailer Sales Co. ran a special one-week promotion over WBVL Barbourville, Ky., to attract inquiries for its house trailers. The buy included 50 spots of 30 seconds each. According to the station, as a result of the promotion the company sold four trailers for $15,680, as well as receiving numerous inquiries and sales leads.

REALTY COMPANY

The Behrens Realty Company inaugurated a news program heard nightly over WDOK Cleveland. The purpose of the five minute show is to develop leads for the firm. One night the company announced that a photography business was available. Information concerning the business was aired. No other media was used. The station reports that the following morning Behrens was able to close a deal for the sale of the photography studio.

SEWING MACHINES

Singer Sewing Stores bought a spot saturation campaign over WAIL Baton Rouge, La., to move its floor models, demonstrator machines and repossessions, as well as new portable and console model sewing machines. The 10-day campaign cost $250. According to the station, there was an increase of 69 percent in sales of new units during the period the campaign was on the air. The stores new unit plan, says the station, usually sold 13 units a week. Each week during the campaign 22 units were sold.

report from RAB

RAB Data Shows Auto Radio Audience Growing In Importance

The time for summer ad planning is here . . . a vital time for a long, closeup look at auto radio. Research by Sindlinger and Co. indicates people spend some 36 percent more time in cars during summer than they do in winter. Advertisers, currently evolving summer schedules should be extremely interested now in the latest facts on auto radio. It's a moving medium, capable of holding its own—in sheer weight of numbers—with any other major medium (except of course, total radio).

As of mid-1959, there were more than 38 million cars equipped with radios. A quick comparison with other media, prepared by RAB's research department, underlines the vast dimensions of auto radio.

There are about 45 million homes with tv sets. Some 16.6 million morning newspapers are sold daily, about half the auto radio count, and the combined circulation of the six largest weekly magazines falls considerably below the auto radio figure.

From 1950 to 1960, auto radio increased from around 14 million sets to its current total of well over 38 million. But, says RAB President Kevin B. Sweeney, the current count is only a beginning. By 1970, Mr. Sweeney predicts 60 million cars equipped with radios on the nation's highways. (A tremendous figure, it's just a percentage of the grand total of 250 million radio sets of all kinds the RAB president foresees by 1970.)

But auto radio is a lot more than a number's game. It's a vital, comforting "necessary accessory" to the millions of drivers. Auto radio gets an average of almost an hour of listening daily from auto radio families, considerably more time than the same people spend with daily newspapers.

During the long, hot summer, when people spend more time than ever in cars, auto radio comes even more strongly into its own as the only major medium able to catch consumers in motion toward the marketplace.

Aside from the absence of competition for the customer's attention, auto radio offers a number of other advantages that recommend it to an advertiser. Auto radio is there when it happens, ready to impel and suggest a solution to a need.

RAB discovered in a series of studies of drug, supermarket and gasoline customers that radio in general, and auto radio in particular, provides more "before purchase" exposure than any other medium.

In fact, in the most recent study—of gasoline station customers—it was revealed that of the total time spent with media by motorists before shopping, auto radio alone accounts for: Nearly two-thirds more time than is spent with newspapers; three-fourths more time than is spent with tv; seven times the amount spent with magazines. • • •

RAB'S NATIONAL SALES TREND OF THE MONTH

Auto makers, traditionally heavy radio advertisers during fall introductory periods and the spring selling upswing, are currently buying more winter radio time than ever before in their history, RAB's national sales force reports after a recent sales barrage of Detroit auto makers. A sharp increase in auto competition, more products to sell, and a growing awareness of the tremendous audience auto radio can deliver all year round, are the reasons auto makers gave RAB for their increased winter use of the medium. As an example of this sudden upsurge, one of the major car divisions—which used no radio at all when it introduced its 1960 model last fall—has just completed a major winter radio buy.

NIGHTTIME (Cont'd from p. 27)

so during which men are available during the evening) is twice the amount of men that are available in the morning peak hours.

"Thus, advertising in the evening would provide more total male impressions. When we consider the price structure, the evening becomes a sound buy for the male audience."

Mr. Goldberg also stresses the value of nighttime radio in adding unduplicated homes to a campaign.

A special cumulative audience study by Pulse of the Cleveland area illustrates the point. The survey conducted last December shows that during the 9 p.m. to midnight period, the average quarter-hour sets in use was 10.8 percent. In the course of a seven-day week, 43.7 percent of all radio homes were reached during this three-hour period.

What makes this period even more significant is comparing it with the 6 a.m. to 9 a.m. driving time. The average quarter-hour sets in use is 15.9 percent. And the weekly cumulative rating (the percent of all radio homes reached during this three-hour morning period) is 63.7 percent. In this light, the nighttime unduplicated audience represents a part of the total audience that cannot go unnoticed.

The increased activity by stations to develop their nighttime programming has led to many surprises bearing fruit.

All-Night Experience

An example is the experience of WISH Indianapolis. Until a little more than a year ago, the station paid small attention to the hours of midnight to 6 a.m. Based on the enthusiasm and conviction of one of its disc jockeys, Tom Mathis, the station decided to give the idea a chance.

A year later, the all-night show has become an established part of the broadcast day, complete with sponsors and audience participation.

According to Robert F. Ohleyer, manager of WISH, "Using the criteria of sales and audience response, we know there is a place for all-night radio. This is the most underrated time in the radio business. Al-

(Cont'd on p. 56)

NIGHTTIME (Cont'd from p. 55)

though it seems difficult to get national agency acceptance for this concept, local advertisers know its value and use it.

"All-night listeners represent an intimate and loyal audience. For them, radio fulfills its true role of being a real companion. For example, we find there are men listening at work while their wives are listening at home. From an advertising point of view, we have found an added advantage to all-night radio. Personnel who are busy during the day and never get a chance to hear their company's campaign can tune in and listen to the commercial. This proved particularly important with a bread company sponsor of ours."

Last October, following a year of the all-night show, called *Music 'Til Dawn*, the station decided to conduct a survey of its own.

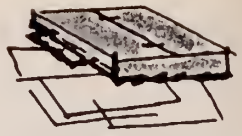
A telephone call-in study was conducted between the hours of midnight and 5 a.m. There were as many as seven people answering the phones at one time as the station held many games and giveaways.

The surveyors accepted cose to 1,000 telephone calls during this time. In addition to the people at home, WISH compiled a list of 29 business and civic establishments which had personnel calling in. These included police headquarters in five different communities, the Ely Lilly Co., chain food stores such as A&P and Kroger, and International Harvester and Chrysler plants, among others.

Mr. Ohleyer states that we have found that all-night radio should *not* be essentially different from the rest of the broadcast day. "We feature steady broadcasts of news, weather and sports, along with good music and a heavy sprinkling of quizzes and games to keep the listeners on their toes. After all, these listeners are no different than the people who listen to radio during the day."

And underscoring the importance of nighttime radio, Mr. Ohleyer declares, "Here is an opportunity to reach an audience that is *unavailable* at any other time of the day." • • •

report from representatives



Bright Picture of Radio's Future Painted by Petry's Holmes

Radio's role in the next 10 years, as an advertising, entertainment and service medium, is painted in vivid colors by Ben H. Holmes, vice president in charge of radio for Edward Petry & Co., Inc. "In 10 years," Mr. Holmes predicts, "radio will reach more people, more often and in more places than any means of communication that might be devised. No kind of technological progress by any medium will top the ubiquity of the wrist watch or lapel radio. Radio will become a practical necessity."

Speaking before the Omaha Advertising Club, Mr. Holmes said that there are now about 150 million radio sets in use, with 16 million new sets sold each year. "In 1970 there will probably be about 250 million radio sets, and 25 million more sold each year.

Leisure Prosperity

"In the next 10 years, fewer people will be working less hours to produce more and better goods. This spells a leisure prosperity, and means that advertising will occupy an increasingly important role in maintenance of the vigorous economy predicted," Mr. Holmes states. He believes that radio is "singularly designed to accompany and augment" this economy which will be based on higher productivity and shorter working hours. As an example of this, he points out that 70 percent of the seven million boats that were in use last year had radios on board either as built-in sets or portables.

Radio programming in the next decade, according to Mr. Holmes, will improve but not undergo a great deal of change. "In major metropolitan centers, there will probably be even more specialization than today. But there will still be general interest stations. These will most likely be the same stations that operate with high standards of quality today."

Turning to audience measurement techniques, the Petry executive believes that improvements will be made. "The presently growing emphasis on qualitative rather than entirely quantitative research will probably see a healthy fruition in the next decade.

"One of the agonies that afflicts radio today is the complexity of rate cards and billings. I think that electronic means are part of the answer to this. Stations are daily trying to simplify rate structures, and perhaps large central billing agencies will be jointly supported by media and advertising agencies."

Focusing on still another portion of the radio picture, he offers the opinion that in the past few years many agencies have "ended their neglect" of radio copy. "The trend has just begun, and in the next 10 years one can expect revolutionary new copy approaches.

"The demand for drive time will be diminished, and more nighttime radio will be purchased. The only reason that the nighttime radio audience is not more often sought by today's advertiser," Mr. Holmes suggests, "is that he doesn't believe the same research that guides his daytime purchasing.

"Research done has already demonstrated that the optimum exposure for the advertiser seeking to reach the middle income male is not a spot at 7 a.m. and another at 7:45 a.m., but one at 7 a.m. and 6:30 p.m., usually at great economy to the advertisers. The housewife is there all day long. There are virtually no youngsters between 8:30 a.m. and 3:30 p.m. An advertiser can aim his message with deadly accuracy, and that spells economy as well as efficiency." • • •

report from agencies



Network Provides Data For Medium Size Agencies

How does a medium size agency obtain the extensive marketing information it needs to service its clients, without prohibitive costs?

Marketing Associates Inc., a newly-formed organization of advertising agencies, thinks it has one answer to the problem. It has created an advertising-marketing "network" that it hopes will extend throughout the country to serve as a medium for the exchange of marketing information.

According to Ed Robinson, executive vice president of Yardis Advertising, Philadelphia, "There are now 10 agencies definitely going along with the plan, which has been in the talking stage for about six months. Our first formal meeting will take place in Philadelphia on March 19-20. Its purpose is to consider applications for membership from about 40 agencies."

Raymond Rosenberg, president of Yardis, explains that membership will be granted on an exclusive franchise basis, in approximately 50 major markets throughout the country, keyed geographically. Each franchised member will have the responsibility of providing, for a fee, marketing information in its area to any other member requesting such data. A percentage of the fee will be turned over to MAI for operating expenses and services.

"For example," says Mr. Rosenberg, "suppose a member agency in New Orleans wanted to buy a radio outlet in Philadelphia. He could check the ratings, but they don't always provide a complete picture. And he needs more than the cursory information he can get from station listings.

"He would write to me, as the franchised member in Philadelphia. I might tell him of a station in our area that has produced excellent results for one of our clients that may also be suitable for his product. He may never have known about the station if he didn't have a branch that reached into my city. I, as a member, must provide the service for him. In return, I receive compensation at predetermined rates."

Each agency will also be provided with a master card file in which will be listed pertinent data on accounts serviced by all the members. In this way any member can obtain information, not only by market, but by industry or type. By checking the files an agency will be able to determine which member is equipped to provide specialized help in any particular industry. And agencies with specialized local experience might be able to offer ideas to a member with the same local problem in a different market.

MAI will also retain nationally-recognized experts in numerous areas of marketing. These will be available through headquarters to franchised agencies, Mr. Robinson says.

Membership in MAI will be limited to agencies billing at least $500,000 a year. The group has stated two other consideratoins it will use in determining membership qualifications. Members must be able to provide, in staff and finances, a full range of marketing services for its clients. Secondly, franchises will be granted to agencies which have shown a high level of creativity in approaching their clients' problems.

"The medium sized agency of today," says Mr. Robinson, "is hard pressed to provide services on the proper level and still make a profit. We believe that MAI, by providing a more extensive exchange of services and ideas, is a step along the road to solving this problem."

The network expects to be fully operative next month. • • •

ON TARGET

1st IN ST. LOUIS

WIL FIRE FOR EFFECT

1st in Pulse — December 1959
6:00 A.M. — Midnight Monday thru Sunday

1st in more quarter hours than all other stations combined

1st also in
Hooper — December 1959
Neilsen — Nov.-Dec. 1959
Trendex — December 1959

sold nationally by
ROBERT E. EASTMAN

WIL

BUY Radio when you buy media
BUY Balaban when you buy radio
BUY WIL when you buy St. Louis
and you BUY the people who BUY

WIL St. Louis
KBOX Dallas
WRIT Milwaukee

in tempo with the times
THE BALABAN STATIONS
John F. Box, Jr., Managing Director



A SILVER SPOON IS NOT ENOUGH

She may be born with "advantages" and raised with love—but there still can be plenty lacking. That is, if the school she goes to isn't good enough. Crowded classrooms, unqualified teachers, outdated equipment, inadequate curriculum—any one of these can shortchange your child's education and her future. Look into the quality of the schools she'll attend—work through your local committees or your School Board for their improvement. Doesn't she deserve the best?



FREE BOOKLET! Measure the *quality* of education offered in your child's school. Find out how it compares with the best in the country...how you can make it better. For your copy—and free guidance on many school problems—write: **Better Schools, 9 East 40th Street, New York 16, New York.**

report on FM

Station Takes Survey to Check On Fm Listener Preferences

Fm continues to go about its task of refining and defining its place in the overall broadcasting picture. New stations are going on the air, programming efforts are expanding and research efforts are being made by more and more fm stations.

KSFR-FM San Francisco took advantage of the recent Stereo High Fidelity Show held in the city to check on preferences of fm listeners. The station points out that the survey was "not designed to count in terms of overall audience, but rather to find out from the fm audience—and certainly one would expect that patrons of a high fidelity show would be fm-conscious—what they liked and disliked in terms of fm."

The station also notes that the results "back up a great deal of the information we already have available through our personal contacts, previous surveys and mail counts."

Paid attendance at the show was 20,000, and KSFR was able to obtain a random sample of 500 persons. Examining the occupations of those surveyed it was learned that the three largest categories are engineers, professionals and university students.

As would be expected at a high fidelity gathering, 97 percent of those replying own fm receivers. Turning to programming preferences, the survey results show that 56 percent prefer classical music, 17 percent the light classics, jazz is preferred by 8.5 percent, with popular music being selected by 7.7 percent of those responding.

Checking on the number of hours spent listening to fm broadcasts, the station survey shows that the average listener has his fm set turned on for 5.4 hours per day, or 38 hours each week. The most popular listening period, by far, is the 5 p.m. to midnight segment, with 91 percent of the respondents stating that they listen to fm during those hours. The next time period preferred is the 6 a.m. to 9 a.m. slot, with 37 percent of those surveyed checking off those hours. Only 16 percent stated that they listen to fm during the 9 a.m. to noon period.

Checking a little further into listening habits, the KSFR survey asked if the respondents would like after midnight programming on fm. Fifty percent of the people replying said that they would want post-midnight fm programming. Approximately 20 percent said that they would be interested in late evening fm programming only on weekends.

As a check on fm as an advertising medium, the question was asked, "Do you patronize sponsors that you hear on fm?" A substantial 82 percent gave an affirmative reply. It is also noted that 30.4 percent went into detail on this question although they were not asked to do so.

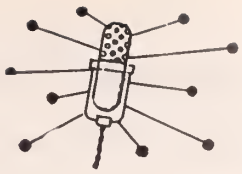
Explaining how the survey was conducted, the station explains that all traffic at the Show had to pass the KSFR exhibit, and that no station personnel aided anyone in filling out the survey questionnaire.

Fm Activity

Having recently gone into operation, KPUP-FM San Francisco gave extensive daily coverage to last month's Winter Olympics in Squaw Valley, Calif. Station's facilities were used as a pool for all the independent radio stations carrying portions of the main olympics sports events.

KBIQ-FM Los Angeles reports that it entered an option agreement with the National Broadcasting Company to act as the Los Angeles outlet for the Medical Radio System. The MRS is expected to be launched over KBIQ this fall. It is pointed out that the station's regular programming to the general public will not be affected because of the use of multiplex transmission which enables simultaneous transmission of two separate programs by the fm station. • • •

report from networks



► **ABC:**

ABC Radio's "fixed interval" broadcasting plan, which is already in operation, is expected to be well received by the network's affiliates and local advertisers.

Under the plan, all affiliates will be allowed to broadcast some network programs within fixed time intervals. This will enable the program and the advertisers' commercials to achieve better integration within the station line-up.

"While some stations have hesitated to schedule network shows during certain time periods because of local programming conflicts," says Edward J. DeGray, president of the network, "the new plan gives the station greater flexibility by allowing it to schedule programs within hour or two-hour periods during the part of the day the advertiser desires. Thus, a morning program might be carried by one station at 10 a.m., by another at 10:30 a.m. and by a third at 11 a.m."

Advertisers will know what broadcast period they are buying since stations must stipulate in advance when, within the fixed interval period, the program will be carried. They may not change the time for the duration of the commercial schedule, the network states. The plan does not include scheduled network news programs and Don McNeil's Breakfast Club.

► **NBC:**

"News content must be clearly separated from commercials," states NBC's directive on operating standards of the news department, issued by James A. Stabile, vice president in charge of standards and practices.

Other portions of the directive included statements on expression of opinion, interviews and recorded material.

In separating news from commercials, the directive states, "Where lead-ins are used, they must be approved by the news department and must not be worded to suggest that they pertain to a news report."

Commentators must also clearly identify their personal views. The network, says the directive, permits opinions when they arise "from a framework of fact presented in the program." However, it also states that expressions of favor towards any political party or candidate is not allowed.

► **CBS:**

Two new sponsors have been added to the "Bing Crosby and Rosemary Clooney" show, which began on a daily morning basis February 29. They are Fels & Co., soap manufacturers, and Norcross Inc., greeting cards company. They join General Electric's Small Lamp Division, whose sponsorship had been previously announced.

Also on February 29 began the affiliation of two more stations with CBS. WVLK Lexington, Ky., and WCMI Ashland-Huntington, Ky., have joined the network, reports Donald J. Horton, president of both stations. WVLK operates on a frequency of 590 kilocycles, with a power of 5000 watts daytime and 1000 watts nighttime. WCMI broadcasts on a frequency of 1340 kilocycles, with a power of 250 watts.

► **MBS:**

Noting the change in the radio network's role and function, Robert Hurleigh, president of MBS, defined the network's job before the FCC.

"Today," he said, "radio is no longer the medium for high-budgeted, live entertainment programs. Instead, we at Mutual believe that the radio network's true role today is as a service organization, bringing to its affiliates news, discussion, public affairs and special events programming which individual stations cannot develop simply because they do not have the resources and facilities with which to do so."

As an example of how MBS is carrying out its role, Mr. Hurleigh cited its plans for covering the 1960 election. The network plans 31 half-hour programs on candidates, issues and campaigns. •••

ON TARGET

1st IN MILWAUKEE

WRIT FIRE FOR EFFECT

1st in Pulse – December 1959
6:00 A.M. – 8:00 P.M. Monday thru Friday

1st in as many quarter hours as the next two stations combined

1st in out of home audience in the important drive time hours in both the morning and afternoon.

EVERY WRIT air personality is listed in Pulse Top Ten multi-weekly shows.

sold nationally by
ROBERT E. EASTMAN

WRIT

Bernie Strachota, General Manager
Parker Daggett, Sales Manager

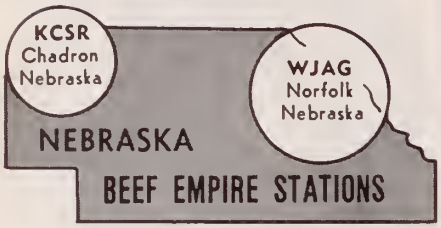
BUY Radio when you buy media
BUY Balaban when you buy radio
BUY WRIT when you buy Milwaukee
and you BUY the people who BUY

WIL *St. Louis*
KBOX *Dallas*
WRIT *Milwaukee*

in tempo with the times
THE BALABAN STATIONS
John F. Box, Jr., Managing Director

WJAG-KCSR
Covering Nebraska's Rich Beef Empire

Where Agri-Business is Big Business



WJAG—Independent farm voice NE Nebraska since 1922. 29-county (NCS) market—1000 w.-780 K.C. — $498,675,000 Consumer Spendable Income—Retail Sales $424,447,000 —124,740 radio homes—42% more listeners.

KCSR—Chadron, Nebraska, "Beef Empire" market—$411,870,000 Consumer Spendable Income—$297,120,000 Retail Sales—70,540 radio homes. Commands 22% to 56% more "unduplicated homes."

Represented Nationally By
WALKER-RAWALT CO.
New York — Chicago — Boston
Kansas City — Los Angeles



report from Canada

CAB's Annual Meeting To Be "Commission of Inquiry"

For the first time in years, the annual gathering of The Canadian Association of Broadcasters will be a purely business meeting. Scheduled to take place March 21 to 23, at the Chateau Frontenac, Quebec City, the sessions will take the form of "a commission of inquiry," according to James Allard, CAB executive vice president.

Mr. Allard explains that the CAB board of directors feels recent changes and developments in the Canadian broadcasting scene makes it "essential that broadcasters have the time and opportunity to concentrate on their own problems. There will be no sales seminars or other sessions at the meeting designed for groups other than broadcasters."

One of the subjects which is expected to receive a considerable amount of attention is the performance of the Board of Broadcast Governors. The regulatory body, Mr. Allard says, assumed the role performed by the Canadian Broadcasting Corp. a little over one year ago. CAB members will have the opportunity to express their opinions on the strengths and weaknesses of the BBG. Set up to act in a judicial capacity, the BBG is looked to by the CAB for assistance in the establishing of privately-owned networks.

Another topic expected to be given a good deal of attention by the broadcasters is the code of ethics prepared by the CAB about eight weeks ago. Encompassing all phases of broadcasting, the purpose of the code is said to be to "document the realization of broadcasters that their first responsibility is to the radio listeners and tv viewers of Canada."

On the question of the expression of opinions by stations, the code states that "Member stations will, insofar as practical, endeavor to provide editorial opinion which shall be clearly labelled as such and kept entirely distinct from regular broadcasts of news or analysis and opinion."

Turning to the business side of the industry, the code recognizes that "private commercial broadcasting is a highly competitive business devoted to provision of services to the public for profit." The code of ethics also says that member stations have a responsibility to "work with advertisers and agencies in improving the technique of telling the advertising story so that these shall be in good taste . . . truthful and believable and shall not offend what is generally accepted as the prevailing standard of good taste."

In addition to discussing the various aspects of the code, the CAB will also elect two members who will serve on the five-man code of ethics committee. Three members are selected by the association's board of directors.

Although all other non-business sessions have been eliminated this year, the CAB reports that the annual meeting of the Bureau of Broadcast Measurement will be held on March 23. Mr. Allard points out that broadcasters and advertiser and agency personnel will have the opportunity to meet and exchange ideas and thinking at the meeting.

Canadian Activity

The Canadian government has allotted the Canadian Broadcasting Corp. $2 million more for operation during 1960-61 fiscal year than in the previous year. The CBC will have a total of $71,739,400 made available for operating expenditures.

A memorial fund in honor of four leaders in Canadian broadcasting has been established by the CAB. The fund will honor Harold Carson, Harry Sedgwick, F. H. Elphicke and A. A. Murphy. • • •

"Attitude-Awareness" Concept Developed By Marder Organization

Interest in not only how many listeners there are, but also the impact which a commercial or a radio station has on those listeners, appears to be increasing in both advertiser and broadcasting circles. Researchers are seeking new and improved methods of testing and pre-testing the effectiveness of advertising.

A recent addition to the research organizations concentrating on probing advertising effectiveness is Eric Marder Assoc. Inc., New York. Organized by Eric Marder, formerly vice president and supervisor of market research at Kenyon & Eckhardt Inc., and now a consultant to the agency, the company makes use of his "attitude-awareness" concept.

Advertising's Objective

"The objective of radio advertising, and all other types of advertising," Mr. Marder says, "is to modify the state of mind of the consumer in such a way that his probability of deciding in favor of the advertised product will be higher than it might otherwise have been.

"In order to increase the probability of purchase, we believe that there are two goals which must be reached. These are to increase the listener's awareness of the brand, and to increase his favorable attitude toward that brand."

Mr. Marder goes on to explain how his research methods would be applied to testing the effectiveness of a series of radio spot commercials.

"There are three steps involved. In step one, the group being interviewed is asked questions to determine their awareness of the brand being advertised in the radio campaign, and its attitude toward the brand. This is done by exposing the respondents to a number of product categories, with the test brand being included.

"The second step is to play a group of radio commercials for the respondents, including the announcement being evaluated. In the final step, the respondents are again asked the same awareness and attitude questions.

"The identical procedure is repeated with another comparable group of respondents," Mr. Marder continues. "The only difference is that a different test commercial is inserted. If it now turns out that Group A shows a substantial awareness and attitude gain, while the comparable Group B shows only a small awareness and attitude gain, then this difference is attributable entirely to the different effects produced by the two commercials."

Elaborating on his approach to copy and media testing, Mr. Marder stresses that his procedure "does not employ consumers as expert witnesses to comment on what would or did influence them in favor of a brand, but rather uses them as experimental subjects whose response to questions can be accurately measured."

Awareness is tested by making use of free association. The person being interviewed is asked to name, for example, the first automobile make, brand of coffee, soap or others that comes to his mind. Attitude is measured by showing the respondent an 11-point numerical scale ranging from —5 (dislike) to 0 (indifferent) to +5 (like). The respondent is then asked to tell the interviewer how he feels about various things, giving a higher plus number to items that are liked, and a bigger minus number to items that are disliked.

The research firm is establishing a continuing "attitude-awareness" service which will be made available to subscribers on a regular basis. Mr. Marder states that findings will be based on interviews conducted throughout the year. • • •



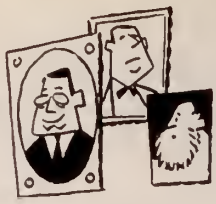
AGAIN
WPOP
STAYS AT THE TOP
TO LEAD IN HARTFORD

PULSE—NOV. '59 SHOWS:
WPOP
✓ No. 1 IN OVERALL AUDIENCE
✓ 28%—12 to 6 P.M. 8 points over 2nd station
✓ 35%—6 P.M. to 12 6 points over 2nd station

Consistently
LARGEST LISTENING AUDIENCE
LOWEST COST PER M

WPOP
Hartford, Conn.
Phillip Zoppi, General Manager | Adam Young, Inc., Nat'l Rep.
A TELE-BROADCASTERS STATION

names and faces



Noting the Changes Among
The People of the Industry

AGENCIES

Clair Gross, head of the radio and television media department at Bozell & Jacobs Inc., Omaha, elected v.p.

Ralph L. Selden and **D. Edward Ricchiuto** elected v.p.'s, Hicks & Greist Inc., New York.

Albert Morrison, formerly radio-tv coordinator at J. Walter Thompson Co., joins J. M. Mathes Inc., New York as associate director of radio and tv.

Alton B. Copeland, formerly media supervisor at BBDO, New York, named to the same position at Donahue & Coe.

Nathan A. Tufts, head of the Los Angeles office of Johnson & Lewis, elected v.p.

Robert Liddel, member of the media staff of Compton Advertising Inc., New York, named head timebuyer. **Graham Hay** appointed associate head timebuyer.

David P. Crane, previously v.p. and account supervisor, made senior v.p. at Ogilvy, Benson & Mather Inc., New York.

Edmund F. Johnstone joins Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York, as vice chairman of the executive committee and member, board of directors. He had been senior v.p. at Fletcher Richards, Calkins & Holden, New York.

Blanche S. Haesloop joins Gaynor & Ducas Inc., New York, as media coordinator.

Frederic A. Kummer, copy director, and **Leon Mitchell**, production and traffic manager, appointed v.p.'s of Houck & Co., Roanoke, Va.

STATIONS

Lou Silverstein, formerly with KCBQ San Diego, chosen general sales manager, KRLA Hollywood.

Jay Dunn, formerly production manager, named program director, WHIM Providence, R.I.

Frank Costello, previously local sales manager, promoted to commercial manager, WPTR Albany, N.Y.

Bill Mapes, v.p. and general manager, WOWL Florence, Ala., named executive v.p. and general manager.

Virgil Clemons, account executive, named general sales manager, KFMB San Diego.

Richard L. Chalmers, formerly director of sales development for WNHC-TV New Haven, appointed general manager, WNHC.

Leslie H. Peard, Jr., director of regional sales development for Triangle Stations, named general manager, KFRE Fresno.

Morton E. Cantor promoted to director of sales, WIRL Peoria, Ill.

Reg Roos appointed regional sales manager, KWIZ Santa Ana, Calif.

George H. Williams named national sales manager, WWJ Detroit.

Ed Trent, member of the sales staff, promoted to local sales manager, WGBS Miami.

Mike Grant, radio newscaster and producer of WCAU Philadelphia, named program manager.

Jack E. Sweeney, formerly account executive, Maloney-Regan & Schmidt, appointed sales coordinator, KMPC Hollywood.

Hal Davis named advertising director, Crowell-Collier Broadcast Division, headquartering at KFWB Los Angeles.

REPRESENTATIVES

John H. Wrath, executive v.p. of the Headley-Reed Co., New York, since 1953, elected president.

Vincent T. DeLuca, formerly chief timebuyer at Erwin Wasey, Ruthrauff & Ryan Inc., New York, joins radio sales staff, The Katz Agency Inc.

Albert W. Oberhofer, previously with the Bolling Co., named to radio sales staff, Avery-Knodel Inc., Chicago.

William Schrank, formerly research director at the Radio Advertising Bureau, appointed radio research specialist, Avery-Knodel Inc., New York.

Lee Phillip Smith, formerly of NBC, joins Bernard Howard & Co., New York, as account executive.

William T. Heaton, Chicago manager of Daren F. McGavren Co., named assistant sales manager, New York.

NETWORKS

William F. Fairbanks, formerly director of sales, elected v.p., sales, for NBC Radio. **John A. Cimperman** named director, practices, NBC.

Alexander W. MacCallum, formerly associate director, promoted to assistant national program director, ABC Radio.

James S. Gessner, sales representative for the Branham Co., appointed account executive, Keystone Broadcasting System.


Davis


Silverstein


DeLuca


Gross


Gressner


Williams


Costello


Tufts



IN THE PEOPLE'S INTEREST

Detroit's most complete Radio-TV news center

Another mark of leadership—additional evidence of the WWJ stations' sense of responsibility to the public. It's the new 1,272 square-foot WWJ NEWS-room, headquarters for the busy 12-man staff that provides southeastern Michigan with complete, reliable, award-winning coverage day and night.

Today, as it has been for nearly 40 years, WWJ NEWS is *real* news: comprehensive, balanced, and believable—great news for the audience, great for advertisers, too.

WWJ AM and FM **RADIO**
Detroit's Basic Radio Station

NBC

WWJ-TV
Michigan's First Television Station

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

EDITORIAL



. . . nighttime companion

SELECTIVE REACH

The story of nighttime radio is one that agencies and their clients will be hearing much about in the months to come. The reason for this lies in the growing realization that this portion of the day is "the most 'under-rated' period in radio," as one broadcaster states.

Certainly it is true that advertisers, especially national firms, have not been observed diving head first into the nighttime swim. And yet those national accounts which are buying late time yield a story that commands attention.

As explained in the lead story (*Nighttime Companion*, p. 25), the key word to successful advertiser use of after-dark tune-in is *selectivity*.

CONSUMER SCALE

When light is shed on the shadows of nighttime radio, it is seen that through *selective* buying, dialing after dark can serve the broad scale of consumer needs and tastes.

Gillette Safety Razor Co., for example, devotes 60 percent of its radio budget to reach young males who are just beginning to shave. The preparation and planning that Gillette's agency, Maxon Inc., New York, devotes to the nighttime drive is a tribute to sound campaign direction.

Hamilton Watch Co., on the other hand, eager to reach the opposite end of consumer purchasing power, also uses nighttime radio.

Devoting about 20 percent of its total ad budget to radio, Hamilton spends most of it in nighttime hours reaching listeners who can pay a minimum of $60 for a timepiece (see *Good Music Sells Better Watches*, p. 36).

What these and other advertisers are finding is that through specialized use of radio, a client can zero in on any audience segment. In fact, research shows that nighttime radio audience composition compares favorably with the coveted driving hours, especially so where the man of the house is concerned.

1960 CONVENTION WARMS UP

Early plans for next month's National Association of Broadcasters convention (April 3 through 6) indicates that there will be some innovations as far as radio is concerned (see p. 40).

For one thing, there will be an Fm Day. Sunday, April 3, will be turned over to a complete fm program. The morning session will be conducted by the National Association of Fm Broadcasters and is expected to cover the sales promotion aspects of fm.

The afternoon meeting will be handled by NAB's John F. Meagher, vice president for radio.

In addition, the Radio Advertising Bureau will present the radio story during a morning session. And the Station Representatives Association is expected to feature its recent spot presentation, "Prospects on a Silver Platter."

It is the expectation that this year's convention will match—and surpass—the radio interest generated by last year's meeting.

in

RADIO

you know
where you're
going with

STORER

For example, in Wheeling, Storer Station **WWVA** dominates every time period covering the wealthy 46-county Wheeling-Pittsburgh area with 50,000 watts, the only full time CBS programming in the entire area. In Miami, Storer Station **WGBS** covers all South Florida with 50,000 watts and CBS programming. In Radio you know where you're going when you buy Storer.

Storer Broadcasting Company • National Sales Offices:
625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1, Ill.

WWVA
WHEELING
Only full-time CBS network station in Pittsburgh-Wheeling area. 50,000 watts • Call BLAIR.

•

WJW
CLEVELAND
NBC network. Tops in local Personalities, News and Music. Call KATZ

•

WJBK
DETROIT
WJBK-RADIO *is* Detroit. First from noon until midnight. Call KATZ

•

KPOP
LOS ANGELES
Covers nation's 2nd market. Call PETERS, GRIFFIN, WOODWARD

•

WGBS
MIAMI
50,000 watts—CBS Covering *ALL* of South Florida. Call KATZ

•

WIBG
PHILADELPHIA
50,000 watt station. First in all surveys. Call KATZ

•

WPSD
TOLEDO
It takes only one to reach *ALL* Toledo. First by far. NBC • Call KATZ

"FEPS" PROGRAMMING . . . FUN, EXCITEMENT, PUBLIC SERVICE . . . encompasses every area of interest for today's fast-moving man, woman and child . . . builds burgeoning, loyal audience; delivered by the stations "first in contemporary communications" in their local communities.

NATL ASSN OF BRDCSTRS
1771 -N- ST NW
WASHINGTON 6 D C SUB 2
USR D5-19-D8-1276-NOR

FIRST IN CONTEMPORARY COMMUNICATIONS

FUN
EXCITEMENT
PUBLIC SERVICE

KFWB
LOS ANGELES
Robert M. Purcell, Gen. Mgr.
Natl. Sales Reps:
John Blair & Co.

KDWB
MINNEAPOLIS/ST. PAUL
John M. McRae, Gen. Mgr.
Natl. Sales Reps:
Avery-Knodel, Inc.

KEWB
SAN FRANCISCO/OAKLAND
Milton H. Klein, Gen. Mgr.
Natl. Sales Reps:
The Katz Agency, Inc.

CROWELL-COLLIER BROADCAST DIVISION

Robert M. Purcell, Director

or buyers and sellers of radio advertising

U.S. RADIO

VOL. 4—NO. 4

APRIL

1960

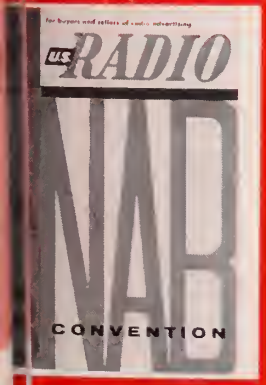
35 CENTS

S QUIZ
Report on Group's
y Radio Survey
page 19

O RECIPE
Corn Chips Buys
in Economy Size
page 22

O REMEMBERED
of Old Jingle Brings
d Back to Radio
page 26

SURVEYS
s Tell How to
ct Station Surveys
page 29



ntion Supplement
Highlights, Agenda
Way Radio Drive
tors, Things to Do



MORE "NATIVE" MERCHANTS BEAT THE DRUM ON W-I-T-H THAN ANY OTHER BALTIMORE RADIO STATION!

WITH is First in Baltimore with more local advertisers than any other station. Can you find better proof of a station's effectiveness than the day-in, year-out confidence of the local businessmen who expect their cash registers to record every commercial? Follow the lead of the local advertisers . . . men who really know the market: buy WITH and Baltimore buys you!

RADIO WITH PERSONALITY Baltimore

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles.

MORE NATIONAL TIMEBUYERS HAVE PLACED MORE NATIONAL SPOTS ON

WINN

. . . IN THE PAST THREE YEARS THAN ANY OTHER LOUISVILLE RADIO STATION!

There must be a Reason why . . . AND WINN HAS FIVE-STAR REASONS:



We don't Rock 'em . . . We don't Roll 'em . . . We Sell 'em!

GLEN A. HARMON, GENERAL MANAGER

WINN 1240 LOUISVILLE'S POPULAR MUSIC STATION

Represented by
AVERY-KNODEL
INCORPORATED
NEW YORK ATLANTA DALLAS DETROIT
SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

Somebody out there must be selling her



It could be Don McNeill's Breakfast Club . . . it could be Eydie Gorme . . . it could be Dennis Day . . . it could be any ABC Radio Network program or package. It could be a renewal sponsor (there are 57 of them). It could be a sponsor doing his network radio selling exclusively on ABC (there are 58 of them). All 119 advertisers (30 more than last year) . . . are out there selling her everything from corn pads to cars.

ABC Radio Network

ABC ADVERTISERS AND PRODUCTS IN 1959 AFL-CIO • ACNECARE • AQUA-IVY • AERO-SHAVE, BLACK FLAG, WIZARD DEODORIZER • AMERICAN HOME MAGAZINE • AMERICAN TELEPHONE AND TELEGRAPH • APPIAN WAY PIZZA PIE MIX • APPLE VALLEY BUILDING DEVELOPMENT ASS'N • ARCHWAY COOKIES • ASSEMBLIES OF GOD • AYDS, ITALIAN BALM • BABY SWEET & SOOTHENE • BAPTIST BIBLE FELLOWSHIP, INC. • BELTONE HEARING AID CO. • BENRUS WATCH • BEN MONT PAPER, INC. • BILLY GRAHAM EVANGELISTIC ASSOCIATION • BROMO-QUININE COLD TABLETS • BRUCE CLEANING WAX • BURGESS VIBROCRAFTERS • CADILLAC (DIV. OF GENERAL MOTORS) • CALIFORNIA STATE DEMOCRATIC CENTRAL COMMITTEE • CAMEL AND WINSTON CIGARETTES • CAPE CORAL REAL ESTATE • CASITE • CHANGING TIMES MAGAZINE • CHEF-BOY-AR-DEE • CHICK-CHICK & PRESTO EASTER EGG COLORS • CHOOZ • CLAIROL • COLGATE DENTAL CREAM • DAB • DAWN BIBLE STUDENTS ASSOCIATION • DODGE (DIVISION OF CHRYSLER CORP.) • DR. CALDWELL LAXATIVE • DR PEPPER CO. • DR. THOMAS WYATT • DRISTAN • EX-LAX • FAB • FOGLER'S COFFEE • FRED STREETER'S PLANT GROWTH TABLETS • GENERAL ASS'N OF DAVIDIAN 7TH DAY ADVENTISTS • GENERAL NUTRITION CORP. • GOSPEL BROADCASTING ASSOCIATION • GREY-ROCK • GROSSET & DUNLAP, INC. • GUARDIAN MAINTENANCE (DIV. OF GENERAL MOTORS) • HARRISON HOME PRODUCTS • HIGHLAND CHURCH OF CHRIST • HUDSON VITAMIN PRODUCTS • 6-12 INSECT REPELLENT • JELL-O • KVP CORP. • KAPP RECORDS • KOOL AID • KRETSCHMER CORP. • LEVOLOR VENETIAN BLIND • LUCKY LAGER BREWING CO. • LYON VAN AND STORAGE • MAGLA PRODUCTS • MAXWELL HOUSE COFFEE • MENTHOLATUM CO. • MERIT PLAN INSURANCE CO. • MIDAS MUFFLER CO. • MIRACLOTH & DOTTIE DUSTCLOTH • MUSSELMAN APPLE SAUCE • McCALL'S MAGAZINE • McCULLOCH MOTORS CORP. • NR TABLETS • OLDSMOBILE (DIV. OF GENERAL MOTORS) • ORAL ROBERTS EVANGELISTIC ASSOCIATION • PABST BREWING CO. • PALL MALL CIGARETTES • PARKER PEN CO. • PEPSI-COLA CO. • PETER PAUL, INC. • PLANTABBS • PLYMOUTH (DIV. OF CHRYSLER CORP.) • PONTIAC MOTORS (DIV. OF GENERAL MOTORS) • PURITRON CORP. • QUAKER STATE OIL REFINING CO. OF CALIFORNIA • RADIO BIBLE CLASS • RENUZIT HOME PRODUCTS CO. • ROCK OF AGES CORP. • ROYAL GELATIN, CHASE & SANBORN INSTANT COFFEE • SARAN-WRAP • SAVINGS & LOAN FOUNDATION • SCAMPERS • SCANDINAVIAN AIRLINES SYSTEM INC. • SCHICK, INC. • SEALY MATTRESS CO. • SHIPSTADS & JOHNSON ICE FOLLIES OF 1960 • SIDNEY WALTON'S 7 LITTLE BOOKS • SLEEP-EZE • MISTER SOFTEE, INC. • SPRINGFIELD HOME PRODUCTS • SPRUANCE BREAD MIX • ST. JOSEPH ALMANAC CALENDAR • STA-FLO, STA-PUF, SYRUP CREAM CORN • STANDARD OIL OF INDIANA • STANDARD OIL OF CALIFORNIA • STEVENS TV ANTENNA • SUPER M-39 VITAMINS • SWANSDOWN CAKE MIXES • TRIP OF THE MONTH CLUB • U.S. POOL CORP. • UNITED ARTISTS CORP. • UNIVERSAL COFFEEMATIC • UNIVERSAL INTERNATIONAL PICTURES • VAN NUYS SAVINGS & LOAN ASSOCIATION • VOICE OF PROPHECY, INC. • WATCHMAKERS OF SWITZERLAND • WESTERN AIRLINE • WHITE CROSS HOSPITAL PLAN • WHITEHOUSE COMPANY • WORLD VISION, INC. • WALT DISNEY TOYS • ZINO PADS



food for thought...

Just as your appetite is whetted by seeing this food, so are your customer's *buying appetites* whetted by what you tell them on Meredith family stations. To sell your product or service to the influential, big-spending "family board of directors", use your *local* Meredith Station — "one of the family" in the vast area it serves.

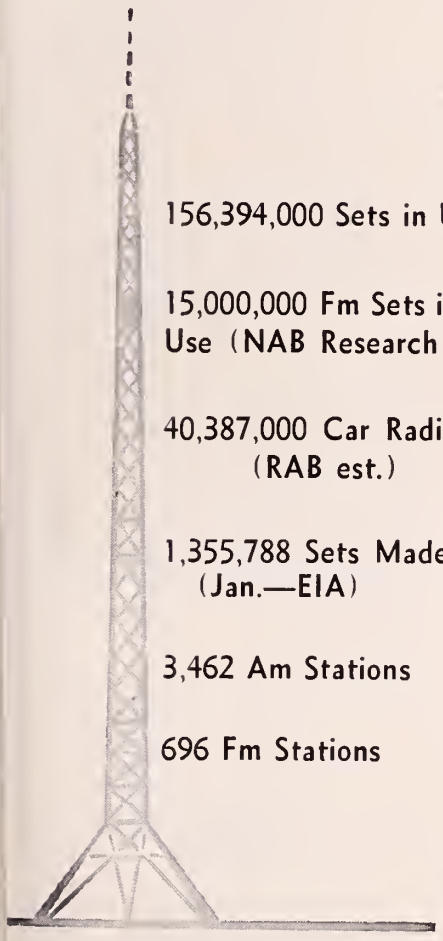
Meredith family Stations

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. —Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With
BETTER HOMES & GARDENS • SUCCESSFUL FARMING Magazines



Radio's Barometer



156,394,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

40,387,000 Car Radios (RAB est.)

1,355,788 Sets Made (Jan.—EIA)

3,462 Am Stations

696 Fm Stations

Spot: Spot radio business in 1959 was up 2.8 percent over the previous year, according to figures released by the Station Representatives Association. Official FCC figures show that $171,939,000 was spent in spot radio in 1958. The SRA estimate for 1959 is $176,705,000. Breaking it down by quarters, the SRA report reveals that the greatest increases were made in the second and third quarters. The second quarter of 1959 was 8.7 percent ahead of the same period the previous year. The third quarter showed a greater boost in spot business, posting an 11.1 percent rise over the corresponding quarter in 1958.

Network: The R. J. Reynolds Tobacco Co., Pharmaco Inc. and Time Inc. were the top three network advertisers in terms of total home broadcasts delivered, according to A. C. Nielsen Co.'s monthly index for the period ending February 7. The totals were 128,720,000 for Reynolds, using 312 broadcasts; 125,652,000 for Pharmaco, with 372 broadcasts, and 117,791,000 for Time, using 197 broadcasts. The network leader in total commercial minutes delivered, the Nielsen report shows, was Whitehall-American Home Products with 92,496,000. In second place was Pharmaco, with 91,804 commercial minutes delivered, followed by Time, with 78,565,000.

Local: Increases in billings have been reported by two stations—KCBS San Francisco and KFI Los Angeles. KCBS had billings for one week in March which, according to Sy Whitelay, sales manager, exceeded the largest week of 1959. Sales for the seven-day period were 43 percent ahead of the same week last year. Sales at KFI during the month of January, reports Elmer O. Wayne, sales manager, showed a boost of 31 percent over the same period last year.

Stations: The number of am and fm stations on the air at the end of February totaled 4,158, an increase of 18 (four am and 14 fm) over the previous month:

	Commercial AM	*Commercial FM*
Stations on the air	3,462	696
Applications pending	583	78
Under construction	79	152

Sets: Total radio production in January was 1,355,788, including 632,461 auto receivers, according to the Electronic Industries Association. This compares to a total production of 1,124,737 in January of 1959. Total radio sales, excluding car radios, was 803,388. This represents a considerable increase over the same period last year when sales amounted to 700,490 units. The Radio Advertising Bureau reports that there are now 156,394,000 working-order radio sets in the U. S., representing an all-time high total. RAB breaks down this figure to show that there are 106,007,000 home sets of all types, 40,387,000 auto radios and 10,000,000 sets in public places.

The BIG NAMES

STARS of Stage, Screen, TV, Radio, Theatre, Sports, GIVE YOUR Station Breaks, Weather, Time, News Leads-ins, Interviews, Musical Bridges, Themes, Household Hints, Tags Your Own Hollywood Reporter, Advice to Love-lorn, Thoughts for the Day, One Liners, Jockey Shorts.

Make . . .

THE BIG SOUND in Radio

FOR MORE THAN 300 STATIONS

Stars
International
Productions, Inc.
Hollywood

RICHARD H. ULLMAN Inc.

CONVENTION HEADQUARTERS

SEE: Marv Kempner or
Peter Frank

295 Delaware Ave., Buffalo, N. Y.
570 Fifth Ave., New York

THE BIG SOUND IN RADIO

"DEADLINE WASHINGTON"
and
Personalized Station Identification
JINGLES

for buyers and sellers of radio advertising

U.S. RADIO

APRIL - 1960 VOL. 4 - No. 4

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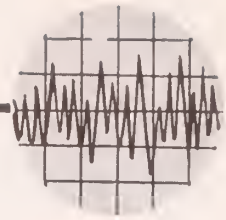
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BPA

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soundings



HPL Reportedly Planning Syndication Move

Akin to the boomlet in activity in supplying radio stations with *program* services is a report that radio's oldest "talk" show, the Housewives Protective League, is considering plans to syndicate its services. As tentatively conceived, it would supply a radio station with either a script service *or* a full-scale syndication of its entire method of operation, including the talent and merchandising aspects. (For a report on new developments in radio syndication, see *What's New in Program Services, Part II,* p. 32.)

Full Head of Steam For Qualitative Research

Beginning this month, The Pulse Inc. is launching a major effort to show stations—large and small—how qualitative research can help in their day-to-day management and/or sales problems (see *Radio Research,* p. 98). There are five main types of qualitative studies that Pulse is preparing to show stations. It feels that the complete research needs of any station can only be met by combining qualitative with quantitative.

Sarnoff Suggestion Might Trigger High Level Meetings

An idea that might provide the basis for an industry effort to broaden the scope of broadcasting is found in the address of General David Sarnoff, chairman of the board of RCA, at the 20th anniversary dinner of the Radio and Television Executives Society. Recipient of the Society's first Gold Medal Award, General Sarnoff suggests ". . . that the broadcasting industry, through an appropriate industry organization, sponsor an annual conference." Purpose of this conference would be to analyze the role of broadcasting in American life. "To (the conference) would be invited leaders of all areas of American thought and endeavor."

Agency Study Outlines Role Of Station Merchandising

The role of merchandising support by stations is examined in a survey conducted by Needham, Louis and Brorby Inc., Chicago. Harold A. Smith, program promotion and merchandising manager, states that 75 percent of the agencies responding reported an increase in client requests for merchandising assistance. What are the most valuable station merchandising services? The survey lists arranging for dealer displays, mailing pieces to wholesalers and retailers and working with the client's local sales people.

Research Shows Radio Knows How To "Join the Group"

Radio continues to prove its ability to reach consistently important consumer groups. Results of a 27-market study by the Radio Advertising Bureau shows that more than 90 percent of the consumers in eight different categories are reached by radio weekly. The consumer groups included in the survey are housewives, middle-income men, working housewives, men 25 to 35, blue-collar men, single working women, teenage boys and young homemakers. According to RAB, 55.8 percent of the consumers in all categories listen to radio during weekday mornings.

Figures Indicate that Radio Has Lots of "Set Appeal"

If the sale of radio receivers is any indication, radio listening in Southern California is definitely on the way up. The Southern California Broadcasters Association reports that set sales in 1959 were the highest since 1955, the first-year figures were compiled. Going over the half million mark for the first time, the SCBA reports a 22 percent gain over the 1958 sales figures. Seven counties, including Los Angeles, were included in the area covered.

time buys

A-1 Sauce Div. of Heublein Inc.

Agency: *Fletcher Richards, Calkins & Holden, New York*

Product: SAUCE

A saucy bit of radio is now anticipated for A-1, on several stations in the New York area. Campaign will be on a yearly basis, with a May start now definite. Full minutes have been scheduled in morning and traffic times. Frequencies will be determined as availabilities arise. Timebuyer is Liz Griffiths.

Ameril Drug Co.

Agency: *Kenneth Rader Co., New York*

Product: ALKAID AND CLORAMINT

Soothing to the sound waves is the $200,000 campaign now underway on 68 stations in 23 markets for these stomach sweeteners. Using a new musical jingle, the schedule calls for 30 spots a week for each station, and will last for 13 weeks. Kenneth Rader is handling the buying for his client.

Best Foods Inc.

Agency: *Dancer-Fitzgerald-Sample Inc., New York*

Product: HELLMANN'S MAYONNAISE

Adding markets to its radio schedule, Hellmann's begins a spring campaign April 4 in about 40 national markets. The end-of-week schedule will last six to eight weeks, at heavy frequencies. Minutes and 10's will be heard all through the day. Timebuyer is Dorothy Medanic.

Bulova Watch Co.

Agency: *McCann-Erickson Inc., New York*

Product: WATCHES

After being off for a long spell, the famed B-U-L-O-V-A spots are back on the sound waves. Campaign begins April 1 in at least the top 50 markets, with the possibility that more will be added. The 10-second time spots have now been scheduled through June and will appear on a variety of shows, depending on what's available in each market. Saturation frequency has been scheduled. Timebuyer is Phil Stumbo.

Champion Spark Plugs

Agency: *J. Walter Thompson Co., New York*

Product: SPARK PLUGS

Tune-up time is also radio time, so on April 11 Champion begins the first of its two radio flights for 1960. Spot schedule will cover 44 top markets across the nation, will run for six to seven weeks. Full minutes will be used where possible, with some 30-second spots. In addition to its spot schedule, Champion will be using four weekends of *Monitor* this spring. Timebuyer is Bob Gorby.

Continental Oil Co.

Agency: *Benton & Bowles, New York*

Product: GASOLINE

Supplementing its year around radio with a summer schedule, Conoco will go into about 10 midwestern markets in late April. Campaign will last until late August or early September. Only full minutes will be used in traffic times, with frequencies in Denver and Des Moines going up to 30 a week. Timebuyers are Alan Yoblin and Tom Focone.

Drug Research Corp.

Agency: *Kastor, Hilton, Chesley, Clifford & Atherton, New York*

Product: POSITAN

Following the sunworshippers, the suntan lotion is coming North in a campaign that begins in warmer areas

(Cont'd on p. 8)

SELLING like wildfire!

Since the ad on the right first appeared — in less than 90 days — stations in these additional markets have signed Programatic contracts:

Oklahoma City
Milwaukee
Columbus
Rochester
Springfield
Syracuse
Albany
Des Moines
Norfolk
Wichita
Danville
Louisville
Bristol
Fort Worth
Decatur
Toledo
Leaksville

N.A.B. Convention Delegates:

Hear Programatic's distinctive adult music programming!

See Programatic automatic equipment in action! Find out how Programatic can be a profitable investment for your station too!

Exhibit Space #1— Exhibition Hall Chicago's

St. Louis Dallas Denver Kansas City Tucson

Holdrege Muncie Evansville Fort Wayne St. Petersburg Hopkinsville

St. Paul Miami Seattle

Duluth Dayton Omaha

Knoxville Honolulu New York City Springfield

Tampa Cincinnati Nashville Los Angeles

Superior Minneapolis Amarillo Indianapolis

rre Haute Grand Junction Harlingen Atlanta

Phoenix Eau Claire San Antonio Plattsburgh Buffalo

xico City Rockford Litchfield New Orleans Cleveland Washington Columbus

Houston Santa Ana Grand Rapids San Luis Obispo

SELLING, SELLING, SOLD!*

Adult music with the touch of Gold

Programatic

Programming • Equipment • Commercial Injection

AUTOMATION has come to radio! In the few months since its inception, leading broadcasters from coast to coast – AM and FM operators of "powerhouses" and "teapots" in big cities and small ones – have buttoned down bigger adult audiences, happier advertisers and bigger profit potentials by buttoning up PROGRAMATIC for their markets.

PROGRAMATIC's unique package of distinctive adult music and fully automatic playback equipment can raise your programming standards the easy way *if* your market isn't already sold!

*Call letters on reque

PROGRAMATIC BROADCASTING SERVICE, DEPT. B-160
229 Park Avenue South, New York 3, N. Y.

I am interested in a Programatic exclusive for my marke
Show me how Programatic can profitably go to work fo
my station.

NAME_____

POSITION_____ STATION_____

ADDRESS_____

AMPEX 351

STEREOPHONIC/MONOPHONIC



FIRST CHOICE

FOR LASTING ECONOMY

Precision design and rugged construction to meet the exacting, professional requirements of the broadcast industry assure long, trouble-free life for *true* economy.

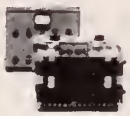
Consistently high performance and virtually trouble-free operation of the Ampex 351 have established it as the first choice of not only broadcasters, but educators, professional recording studios, research laboratories, religious and business organizations.

Actual case histories document the fact that Ampex, on a cost-per-operating-hour basis, is the most economical recorder made. Write for new comprehensive catalog 2037.



Ampex will be at NAB, Chicago, April 3 to 6, 1960, Exhibit No. 32.







AUDIO PRODUCTS DIVISION

AMPEX PROFESSIONAL PRODUCTS COMPANY

934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

AMPEX

time buys

(Cont'd from p. 7)

April 1, and will go national as the summer approaches. One-minute spots will be aired at fairly heavy frequencies. Timebuyer is Beryl Seidenberg.

Esso Standard Oil Co.

Agency: *McCann-Erickson Inc., New York*

Product: FLIT

Flit is set for a seasonal fling in about 30 markets, mostly in the South. Starting dates will be sprayed across April, with each campaign running four to six weeks. Frequencies vary from about 20 to 40 a week, in minutes, 20's and 10's. Timebuyer is Judy Bender.

Esso Standard Oil Co.

Agency: *McCann-Erickson Inc., New York*

Product: GASOLINE AND OIL

New radio approach for Esso is shaping up to a mid-April start in about 50 markets across the country. Esso's plunge into spot is now scheduled for 27 weeks, with frequencies varying by market, averaging 40 per market. Concentration is on weekends, over more than one station per market. Timebuyer is Joe Granda.

Fonda Container Co., div. of Standard Packaging Corp.

Agency: *Smith, Hagel & Knudsen Inc., New York*

Product: CANS, PAPER PLATES, PAILS

Fonda kicks off a radio campaign next month keyed to the housewife on her way to market. For a total of four weeks, including the weeks before and after Memorial Day and before and after Independence Day, the company goes into the top 45 markets across the country by food store sales. Mostly one-minute ET's will be used. The timebuyer is Bill Segal.

Guild Wine Co.

Agency: *Compton Advertising, San Francisco*

Product: WINE

Radio is included in the biggest Guild campaign in the company's history. More than 38 markets are being covered in the schedule now underway, with radio being used, singly or in combination with other media, as determined by the planners. Theme of the campaign: "Enjoy GUILDing," which will be executed on radio in specially prepared singing commercials.

Gulton Industries

Agency: *W. D. Doner, New York*

Product: LIFE LITE FLASHLIGHTS

Brightening its sales prospects in a spring drive, the flashlight manufacturer begins a four-week campaign on the sound waves at the end of April.

In radio for the first time, the company considers this 15-market schedule a test. Frequencies will be 25 to 30 a week. Timebuyer is Carol Hardy.

Robert Hall Clothes

Agency: *Arkright Advertising, New York*

Product: CLOTHING

Spending more in radio than ever before, the clothing chain is now on the-air on about 200 stations in about 150 markets. The company is supplementing its 52-week schedule in the campaign that will run heaviest through April 10, will then level off somewhat and continue to Mother's Day.

Full minute users on a Monday-through-Sunday basis throughout the day, the firm will average about 40 to 60 spots a week during the peak of the campaign. Handling the timebuying is media director Jim Hackett.

(Cont'd on p. 12)

Know the secret of stretching your sales seconds on radio?



Small budget or big one... FRESH AIR gives you *more* for your money. *More* impact, *more* coverage with each broadcast second! This distinctive, new FM programming adds greater prominence to your sales message... gets the *attention and respect* of a convincible, higher-income audience in 234 South California markets. Yet, you can buy *17 "minutes"* of FRESH AIR for *less* than the average cost of *10* on the other big-signal regional stations. Your KBIG or Weed Rep has proof!

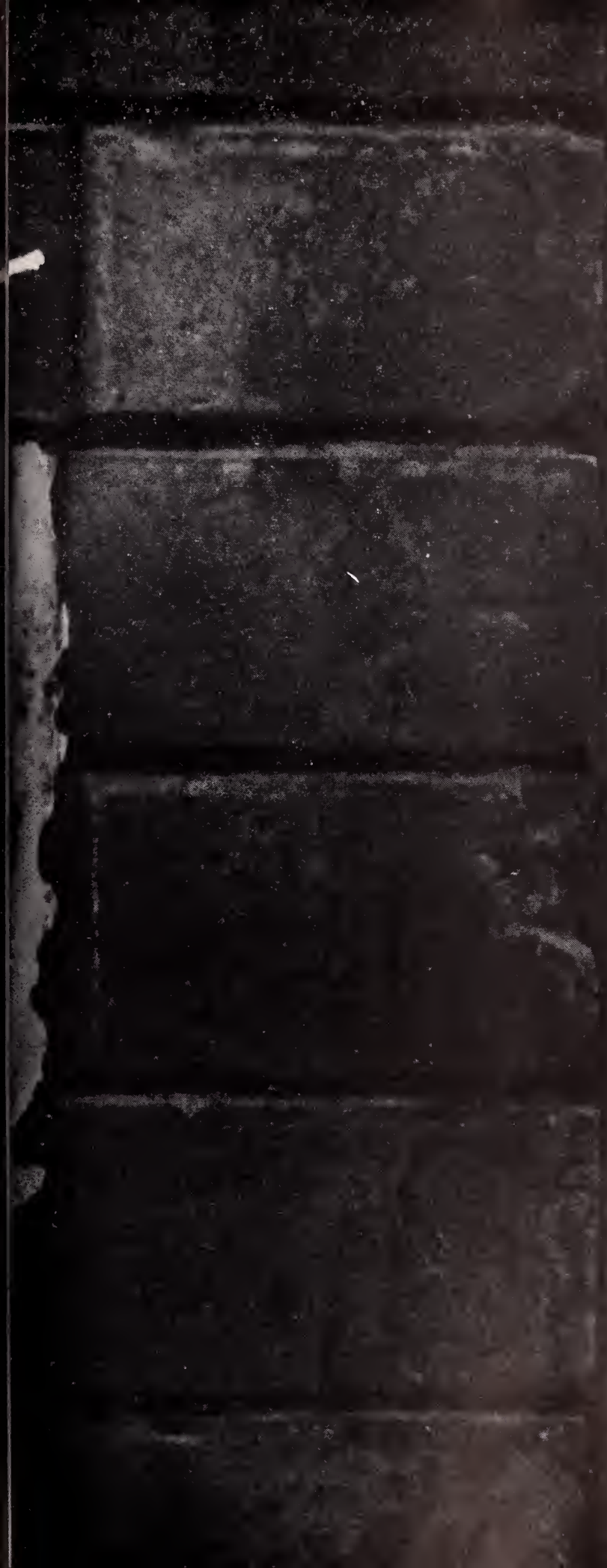
Different programming, different audience... KBIQ (FM) is a valuable combination buy with KBIG—at a special combination rate.

KBIG Radio Catalina... 740kc/10,000 watts

JOHN POOLE BROADCASTING COMPANY, INC.,
6540 Sunset Blvd., Los Angeles 28, Calif. • HOllywood 3-3205

National Representative: Weed Radio Corporation


TO CALL
POLICE
USE THIS
PHONE
OUT OF
ORDER



The story broke early in January with indications of blatant corruption in the Chicago Police Department. First to be undone: a group of patrolmen accused of sponsoring their own thief. Expose followed expose, flushing dishonest policemen and irresponsible higher-ups. All newspapers and radio and television stations in Chicago duly reported these developments.

WNBQ Television and WMAQ Radio, Chicago's NBC stations, went further. Shortly after the first shocking discovery, the stations' "City Desk" programs devoted their full energies to a penetrating examination of the scandal's cause and effect. Every week since, these Sunday programs have continued the search by interviewing law enforcement authorities and persons directly concerned with the issues.

"Shadow On Our City," a WNBQ documentary series, scheduled in prime time, focused on the political use the scandal has been put to and developed some stunning revelations and startling conclusions. Regular newscasts continued to provide valuable insight that helped Chicago's citizens take intelligent action to meet the situation.

The Chicago Daily News' appraisal of these efforts typifies critical response: "WNBQ has put its TV competition to shame with its special coverage of the police scandal. WNBQ has performed a vital, responsible public service."

Chicagoans now can look forward to a completely reorganized police department . . . and a happier, healthier community. And WNBQ and WMAQ can look with pride upon a bright new chapter in a long history of public service programming.

WNBQ/WMAQ

CHANNEL 5 670 ON THE DIAL

NBC OWNED STATIONS IN CHICAGO

WKMI
KALAMAZOO

Now Operating
24
HOURS
A DAY

SERVING KALAMAZOO
AND BATTLE CREEK.
PRIMARY AREA COVERAGE
431,000 POPULATION.

•

Western Michigan's
Most Powerful
Independent

MUSIC and NEWS

5,000
WATTS
BROADCAST TIME SALES
REPRESENTATIVE

time buys

(Cont'd from p. 9)

Howard Stores Corp.

Agency: *Mogul Williams & Saylor Inc., New York*

Product: HOWARD CLOTHES

People remember the little Howard label jingle of earlier radio days. Because of these findings (see *Howard Back to Radio*, p. 26), the jingle is back on radio, turned to the 60's, over 12 stations in nine East Coast markets.

In a campaign that began March 14 and running through July 17, the retail clothes chain will air from 18 to 35 spots a week over each station. Timebuyer is Joyce Peters.

Liggett & Myers Tobacco Co.

Agency: *McCann-Erickson Inc., New York*

Product: CHESTERFIELD

Spring activity lights on the sound waves for this cigarette in 73 markets across the country. The 39-week schedule begins April 1 at frequencies of five to 10 announcements a market each week. Minutes and 20's will be used. Timebuyer is Gini Conway.

Liggett & Myers Tobacco Co.

Agency: *McCann-Erickson Inc., New York*

Product: DUKE

Moving into the top five markets, this regal smoke begins its 1960 radio schedule April 4. The campaign will run for 13 weeks. The commercial message will be heard in minute and 20-second spot announcements. Timebuyer is Gini Conway.

New York Apple Growers' Association

Agency: *Charels W. Hoyt, Inc., New York*

Product: APPLES

Out-of-season support for the apple industry will be exhibited by the two-week schedule in early April set to run in most upper New York state markets. The extra push for processed and canned apple products will amount to 20 to 30 spots a week, 20-seconds each. Timebuyer is Doug Humm.

Sun Oil Co.

Agency: *William Esty Co., New York*

Product: GASOLINE

Spring spurt starts April 3 in 70 markets across the country. Now set at eight weeks, there's a possibility the campaign will be extended. Traffic and weekend minutes will sell Sunoco to the motorist. Timebuyer is Jim Scanlon.

United Artists Corp.

Product: THE FUGITIVE KIND

Teaming up for a short flight on the sound waves, the film company and scheduled airlines will promote *The Fugitive Kind* in 29 major markets throughout the country. The schedule of 500 spot announcements starts the last week in April and will end early in May. Spots from 10-seconds to one-minute will be used by national and local stations as part of UA's exploitation drive for the film. Stars from the picture, appealing to service men on leave or weekend passes, will ask, "Why not fly?"

United Artists Corp.

Product: THE UNFORGIVEN

Prior to its national run, UA is using radio for its premier of *The Unforgiven* in New York. The 10-day schedule is running until the April opening on eight stations in the New York, New Jersey and Conn. area. A total of 250 spots, from 10 to 60-seconds, will be heard before the picture opens. Campaign is an indication of things to come. When the movie branches out across the country a radio schedule will definitely accompany it. • • •

washington



Interim Three-Man Policy Committee Holding NAB Fort

Sorely feeling the untimely loss of Harold E. Fellows, the National Association of Broadcasters has been setting up the machinery necessary to select a new president and to continue functioning effectively. The special three-man committee of broadcasting executives is currently carrying out the policy functions of the NAB, and will continue doing so until Mr. Fellows' successor is named. This policy committee is headed by Clair R. McCollough, president and general manager of the Steinman Stations, Lancaster, Pa. The other members are G. Richard Shafto, executive vice president of WIS-AM-TV Columbia, S. C., and Merrill Lindsay, vice president, WSOY-AM-FM Decatur, Ill.

Special Group Considering Nominees for Top NAB Post

Authorized by the NAB board of directors, a committee has been wrestling with the difficult task of nominating a successor to Mr. Fellows. Committee membership was not limited to members of the association or the board of directors, it was pointed out. Temporary responsibility for directing the administrative needs of the NAB has been given over to Everett E. Revercomb, the association's secretary-treasurer. Until a new president is named, Mr. Revercomb will act as the administrative officer in charge of coordinating activities of the association and supervising services to its members.

New FCC Chairman Seen Favoring More Regulation of Broadcasting

Labeled by the *New York Times* as "An honest, hard-working public servant," Frederick W. Ford has been going about the task of taking over the chairmanship of the Federal Communications Commission which became vacant with the resignation of former FCC Chairman John C. Doerfer. A veteran of two-and-a-half-years on the Commission, Mr. Ford's record indicates that he holds some strong views in favor of more regulation of broadcasting. Industry expected to follow carefully the moves of the new FCC chief.

Latest Slate of Radio Board Members Facing Active Terms

With the burst of action brought about by the death of Harold E. Fellows, and Frederick W. Ford being named the new FCC Chairman, the 12 new members of the NAB's radio board of directors are sure to start their two-year terms on an active note. Of the dozen directors elected, eight were from the even-numbered districts. They were: District 2, Simon Goldman, WJTN Jamestown, N. Y.; District 4, Jack Younts, WEEB Southern Pines, N. C.; District 6, F. C. Sowell, WLAC Nashville; District 8, J. M. Higgins, WTHI Terre Haute, Ind.; District 10, Richard W. Chapin, KTOR Lincoln, Nebr.; District 12, Allan Page, KGWA Enid, Okla.; District 14, George C. Hatch, KALL Salt Lake City, Utah, and District 16, Robert J. McAndrews, KBIG Avalon, Calif. Elected from four at-large categories were: large station, John F. Patt, WJR Detroit; medium stations, Alvis H. Temple, WKCT Bowling Green, Ky.; small stations, Robert T. Mason, WMRN Marion, O., and Im stations, Merrill Lindasy, WSOY-AM-FM, Decatur, Ill.

Number of Stations Subscribing To Standards Expected to Swell

NAB's radio board has taken a number of steps to broaden both the scope and effectiveness of the Standards of Good Practice for Radio

(Cont'd on p. 14)

Of course, there's *another* Personality Station . .



Hieronymus Bosch 1450?-1516? The Ship of Fools— Dutch School

. . . but it just doesn't compare with

K-NUZ — the NO. 1* BUY in HOUSTON

. . . at the lowest cost per thousand!

MUSIC! NEWS! PERSONALITIES! FACILITIES!

*See Latest Surveys for Houston



24-HOUR MUSIC AND NEWS

National Reps.:
THE KATZ AGENCY, INC.
- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581

AIMS
ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

Broadcasters. The board's action to permit non-NAB member stations to subscribe to the Standards is expected to swell the list of subscribers. It also "approved in principle" the recommendations of the Standards of Good Practice Committee to put "teeth" in the enforcement of the Standards. Board approval also has been given to the annual subscription fee to the Standards. The fee is equal to 10 times a station's highest published one-time advertising rate for a 60-second spot announcement, or a maximum of $360 a year. A 40 percent discount is enjoyed by NAB radio members.

Self-Discipline Will Play A Greater Role in Broadcasting

A number of "educated guesses" about the future of broadcasting have been made by Frederick H. Garrigus, NAB manager of organizational services. Addressing the Philadelphia chapter of American Women in Radio and Television, Mr. Garrigus said that ". . . . many broadcasters are perfectly willing to clean their own house without further governmental restriction or regulation. This recognizance of the virtue of self-discipline will be sure to make its impact on broadcasting as it faces the future."

Mr. Garrigus believes that ". . . diverse as it now is in quality and content," the variety of programming may well be further expanded. He states that ". . . broadcasters will take a considerably more cautious approach to any action or actions which might in fact—or by implication—indicate any moral lapses. . . . On both the national and local levels broadcasting has committed itself, by the public statements of its leaders, to a larger number of public interest, educational and world affairs programs than ever before.

"With the continued up-grading of the standards of commercial copy, consequent as we have said upon the closer adherence to the revised Radio Standards of Good Practice . . . we will have considerably fewer commercials of questionable good taste," he concludes. • • •

the *Silver Mike*





THIS MONTH:

CLAIR R. McCOLLOUGH

President & General Manager
Steinman Stations

NAB's 1960 Distinguished Service Award Holder

Clair R. McCollough, president and general manager of the Steinman Stations, this month receives the National Association of Broadcasters' 1960 Distinguished Service Award. Begun in 1953, the annual award is given to an individual "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or on behalf of the industry. . . ."

Mr. McCollough, of course, would qualify on either count.

His radio career started in 1929 when he joined the Steinman Stations' WGAL Lancaster, Pa., in sales and in a supervisory capacity.

Since that time, his energy and effort have not only been directed towards the expanding group ownership, but also the expansion of the industry of which he has been a vital part.

He was founder of the Pennsylvania Broadcasters Association in 1932 (now the Pennsylvania Association of Broadcasters). He was a member of the reorganization committee of the NAB in 1938 and was elected to the first board of directors. He has since served almost continuously on the radio and tv boards and is a past chairman of the board.

A decade ago he presided at some of the original meetings that established the Radio Advertising Bureau as a separate selling organization for radio, similar to bureaus of other media.

Mr. McCollough is bullish over the future prospects of radio. He believes that the current progress of fm is not just another false start. He maintains that fm should be the program opposite of am.

At the same time, he notes that radio is doing splendidly in local and regional business. "It is the task of radio to capture the imagination of the national agency which is under tremendous selling pressure from all media."

Mr. McCollough was educated at Pennsylvania State Teachers College and received an honorary doctor of science degree from Franklin & Marshall College, Lancaster. He is married to the former Velma A. Dilworth and they have one daughter, Constance.

In a business that is known for its job progression, Mr. McCollough's three-decade service with the same company is a distinguishing mark in itself. Under his day-to-day supervision, the Steinman Stations grew and today include six am stations, four fm and two tv. • • •

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

MORE GAS
IS SOLD ON
LONG ISLAND
THAN IN ATLANTA,
AKRON, ALBANY
AND ALLENTOWN...
PUT TOGETHER!

GAS STATION SALES
$174,106,000
(Sales Mgt.)

WHLI

Dominates the Major Long Island Market (Nassau)
... Delivers MORE Audience than any other
Network or Independent Station!
(Pulse)

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna



LETTERS TO

They Want To Know

I noticed in your February issue that there is a "The Big Sound" library being distributed by Richard H. Ullman Inc., Buffalo, N. Y. I would appreciate your informing me of their address so that I might write for complete details.

Lee P. Mehlig
Co-owner
KGMC Englewood, Colo.

We are the owners and operators of DZMT and DZWS—the former concentrating on music and news and the latter catering to women listeners.

We would like to know more about the Broadcasters Promotion Association, and how we can fit into such an association.

Albert C. Capotosto
The Manila Times Publishing Co.
Manila, Philippine Islands

Real Estate Radio

Enclosed is a copy of "Real Estate Opportunities" containing our story on radio advertising and mentioning your magazine. Thank you very much for your help.

Arthur L. Dobkin
Editor, Real Estate Opportunities
Prentice-Hall Inc., Englewood Cliffs, N.J.

As a veteran of 20 years of broadcasting, let me commend the excellent write-up on radio advertising [in "Real Estate Opportunities"] which reached my hands via the First Trust Company of Chattanooga, and one of our local real estate dealers.

Bill Stamps
Manager
WCLR, Cleveland, Tenn.

In reading the [radio] article in "Real Estate Opportunities," it was suggested that we write to you for helpful information. We are a comparatively small real estate firm.

Any information you may offer us will be appreciated.

Harold T. Brothers
President
Federal Realty Assn. Inc.
Atlanta, Ga.

Farm Issue

I want to take this opportunity to repute statements made in the February U.S. RADIO by one Jay Gould, and to highly endorse the statements

THE EDITOR

of Bill Wiseman of WOW Omaha, Neb.

The American farmer is undoubtedly the most sagacious, hard to fool personality on the face of our globe . . When a farm director starts having competitive accounts on his programs, he had better figure he is through being of any value to his sponsors.

The top farm accounts buy farm directors for exclusivity, and these accounts are looking only at men who live and breathe their products. I would not want a farm director on my payroll who could carry water on both shoulders. If he is not sold on the sponsor let's find another sponsor, but by all means, let's not have competing accounts using the same farm director.

Ben Ludy
President and General Manager
KWFT Wichita Falls, Texas

A fine issue that presented a good roundup on farm radio.

Ken Klein
Public Relatians Directar
Katz Agency Inc., New Yark

I would greatly appreciate it if you could place me on the subscription list of U.S. RADIO. I was most impressed with the book.

Also, I would like to order reprints of the story on d-Con (see *Radio: d-Con's Pied Piper*, February, 1960).

Hamilton Hicks Jr.
Educatianal Department
The d-Can Ca., New Yark

Country Music

I have been in the broadcast industry with country music for 12 years. I thought now might be a good time for local radio to look into a country music policy. . .

Country music has emerged from the darkness to become a highly commercial format for local radio. This modern day "folk" music is programmed to a vast consuming audience wherever it is heard. . . A station with a country music format can produce far more than ratings. It can produce results for both local and regional accounts because the country music listener is the most loyal listener one can find. . .

Carl Stuart
Program Manager
WAMO Hamestead, Pa.

WKLO
LOUISVILLE

My how things changed!
Now you know
In Louisville
ONLY on WKLO
people size radio
for family size fun.
Check your latest
Pulse—check your latest
Nielsen*—and re-check
your audience
composition on BOTH.

*Now First . . . Nielsen Rated Hours
6 AM to Midnight . . . by far

Bill Spencer or Robert Eastman for wonderful details.

SOLD NATIONALLY BY:

robert e. eastman & co., inc.



WSB RADIO FIRST IN AUDIENCE 92% OF THE TIME

-with 17 stations operating in the Atlanta area!

"White Columns" on Peachtree, the home of WSB Radio

Latest Nielsen on Atlanta reveals a handsome bonus being shared by WSB Radio advertisers. This station's audience was up 18% in the morning, up 10% in the afternoon. Nighttime dominance over the field was more marked than ever!

Of total quarter-hour periods measured WSB Radio was first in audience 464 times. Station No. 2 led 28 times and Station No. 3 was first 6 times.

In March WSB Radio enters it 39th year of service to the South. And for each consecutive year this station has been the overwhelming favorite of Southern listeners. Certainly your advertising in Atlanta belongs on WSB Radio.

WSB Radio

The Voice of the South / Atlanta

Represented by Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.



Radio In The Looking Glass

'Radio as an Advertising Medium'

The adjoining lead story in this issue of U. S. RADIO is the result of the recent major radio drive by the Radio & Television Executives Society Inc., New York. The story presents the exclusive report on a questionnaire that RTES sent to agency executives. The RTES survey was taken in conjunction with its Roundtable luncheon of March 23, which featured "Radio as an Advertising Medium." Those who participated in that panel were: D. C. Marschner, sales promotion and advertising manager, Shell Oil Co.; Albert Richardson, vice president-advertising, Chesebrough-Ponds Inc.; Marguerite West, advertising media manager, Scott Paper Co.; Maurice McMurray, national sales director, Storer Broadcasting Co., and George Arkedis, vice president-sales, CBS Radio.

What would radio find if it were able to look at itself in the mirror?

What would its strengths look like? How about its weaknesses? In what ways can it improve its natural endowments?

These are some of the questions the Radio & Television Executives Society Inc., New York, had in mind when it polled a sampling of advertising agency executives to find out how they felt about "Radio as an Advertising Medium."

What follows is an exclusive report on the results of that questionnaire survey, which was taken by the RTES to coincide with its recent major radio push.

Rather than "yes" or "no" questions, the survey sought subjective views on radio's limitations and attributes, programming and commercial matters, use of radio in other than the popular driving times and

"Let's educate more of the junior buyers into the benefits of radio."

other buyer and seller problems. In all, there were 15 questions.

The survey shows that agency executives are significantly impressed with radio's ability to move goods off the shelves because of its flexibility, low cost, ability to reach the housewife during the day and the husband in the morning and evening. They like strong local personalities, the value of radio as a reminder medium, its portability and companion function.

What do they believe are radio's problems? According to the survey, they answer program development, lack of a "picture," nighttime primacy of tv, local *versus* national rate practices, and the need for a guide to measurement of frequency and saturation.

Putting the economics of today's radio into focus, William Matthews, vice president and media director, Young & Rubicam Inc., states: "Radio today is a primary local medium for national advertisers. It can be effectively used in local situations, like newspapers and spot tv.

"It's easy enough to rank media on a general basis, but when you get right down to choosing a particular medium—when you're going into a city for the first time, for example—it's quite a different matter. Then you have to choose the medium depending on what's available and the quality of what's available, what the marketing problem is and what you're trying to achieve."

On the subject of radio's assets, Arthur Porter, vice president and media director, J. Walter Thompson Co., states: "Radio can reach a small audience at great frequency effectively." Conversely, he feels that "radio's greatest limitation is reaching a large audience at an efficient cost. You have to put a great deal of money into reaching a maximum audience effectively."

What about the problem of simplifying the buying and selling of multiple market spot radio campaigns? David Wasko, vice president in charge of media, Geyer, Morey, Madden & Ballard Inc., believes that "simplified rate cards and making certain that the availabilities submitted are the same as those confirmed would help. If there are any changes in availabilities, agencies should be informed immediately." Mr. Wasko also tosses out a challenge to the radio industry: "It would be terrific for the national advertiser if some basis could be found to make rate cards uniform."

Art Topol, media buyer, Ogilvy, Benson & Mather Inc., questions whether multiple market spot radio campaigns can be simplified. "Each market or each station must be considered on its own merits. You cannot sell stations as a group unless there is a similarity between them—for example, if they are an fm or concert network or if they are all news stations. Even a degree of difference among 'modern' stations means that you must consider each market situation separately."

Among the present limitations in radio that is found by Lucy Kerwin, timebuyer, Kenyon & Eckhardt Inc., is that "the total audience at any one time is not too large."

As for the other side of the coin, Miss Kerwin states: "A client can use radio economically. Not only are rates less expensive but the cost of preparing the commercials and putting them on the air is less.

"Also, radio can be utilized for a quick push because of the ease of producing the commercial. Copy and production problems are relatively easy and the campaign can be put on the air quickly."

Here, then, is a rundown of representative answers to some of the meaty questions in the RTES survey. Because the RTES did not ask respondents to include their names on the questionnaire, the following direct quotes appear without identification.

What are your thoughts on radio as a motivating force?

- "Listeners are loyal to air personalities and take recommendations seriously. There is vast response to important issues aired on radio and editorialized. Good and fast news reporting is important."
- "Much has already been proven with sales results—the end we are all after. Department stores have been crowded with shoppers for 'radio specials' and sold out on advertised items."
- "Given time to work, it can be highly effective."
- "Naturally, assuming one has a good commercial, it can move people to act. However, audiences are so decimated in recent years that only large volume or long continuity of effort can produce *significant* results as a rule."



Frank Pellegrin
Vice president, H-R Representatives Inc.
President of RTES

What are your feelings and experience on the competitive merits of live and transcribed commercials? Also local versus canned copy.

- "If excellently produced, ET's are fine. However, it is wise to use popular local personalities to vary ET's with live adlibs of whole or part of commercial."
- "If d.j. is good, no one is as effective—he can provide a person-

al endorsement factor. If copy points must be handled very carefully, or local talent is not adequate, ET's are necessary."

- "It all depends on the quality of the transcribed commercials and the ability of live announcers. Both can be effective."
- "Live has plus on local personality sell."
- "Both can be good. The trick is to apply the proper techniques to individual problems as they arise. Unless there are integration or endorsement opportunities, we tend to use canned copy."
- "ET's are better. They give you exact enunciation and pronunciation you want. Live varies by size of station and section of country."
- "On a network in a personality show, distinctly prefer live. Locally, except for isolated cases, prefer canned."



Al Shepard

Sales Manager, Select Station Reps.
Co-Chairman of Roundtable Committee

"Radio should sell its exclusives: Great local medium . . . immediacy . . . local personalities' influence with trade and consumers."

What recommendations do you have to simplify the buying and selling of multiple market spot radio campaigns?

- "Make all cards similar. There should be flat packages based on the number of announcements per week (Sunday through Saturday)—no other frequencies."
- "The use of representative confirmations which serve also as contracts. Tighter traffic control makes for more correct billing, less delays in bill payment."
- "Simplification of rate cards. Salesmen's knowledge of his stations and markets."
- "Aside from the standardization of availability forms, I think further simplification will come from better organized buying procedure."
- "Single rate."
- "More complete market data on the listener."
- "Simplify rate cards. Make time available in preconceived blocks. Provide minimum reach and frequency."

What has radio not done that should be done to sell itself more effectively?

- "More individual market data—what percent of market is rural, industrial, white collar. When they go to and from work and by what means — heavy shopping days—special interest or ethnic groups—geographic, cultural peculiarities. All should be included with coverage maps so that buyer can use it in determining exact times of day to reach particular product's audience. Also, more and better descriptions of programs shown on availability sheets."
- "Serious programming considerations. Five-minute news on hour not considered realizing radio's full potential value. Stations hurt themselves by co-op deals blocking out good times for national advertisers."
- "Improve programming to attract more listeners."
- "It should sell its exclusives—great local medium emanating from twice as many places as daily newspaper and seven times as many places as tv. Its immediacy. Its local personalities' influence with trade and consumers."
- "On the network, produce clearances and provide distinctly identifiable programming. Locally, establish local image and streamline rate cards."
- "Has not sold itself on a market basis, using agreed upon statistics, in trying to effect radio sales for the mutual benefit of several stations in a market."

Many agencies buy certain pre-determined time segments (such as Monday through Friday, 7 to 9 a.m. and 4 to 7 p.m.). Have you experienced good radio results in other time periods, i.e., weekend, evening, etc.?

- "Summer weekend radio for certain products. Rate breaks just after 7 p.m. permit more spot mileage and offer good adult listening."
- "Mail order agencies buy Sunday, Saturday, then weekdays—in that order—regardless of price. Results follow."
- "Some products — female appeal —are more efficiently sold and more effective in pure daytime hours."
- "9 a.m. to 4 p.m. for women is economical and sometimes the weight of advertising is much less than traffic times. Quality products can be sold in evening 'good music' programs."
- "Weekends are good — more 'whole family' listening when the opportunity is best for 'whole family' shopping."

What recommendations would you make to improve radio programming from the viewpoint of both audience and advertiser?

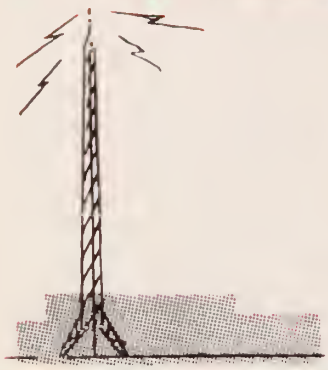
- "At the station level, balanced music and talk programming. More news, public service and identification with local community. Networks should offer

(Cont'd on p. 40)



$950,000

Estimated Radio Budget



700 STATIONS

— On Three Networks —
Will Carry Fritos Story

21,000 SPOT ANNOUNCEMENTS

Each Week
— Average 30 per
Week per Station —

Fritos
REG. U. S. PAT. OFF.

Take a snack product that has the ability to keep taste buds tingling coast-to-coast; add an effective network of national distribution; mix in a consistent program of advertising and sales promotion, topped off with generous portions of radio. This is the recipe which has made it possible for The Frito Company, Dallas, Tex., to boost the sales of its corn chip and potato chip products from $18 million in 1954 to almost $60 million in 1959.

A consistent user of radio since the firm was organized in 1932, Frito is using the sound medium to spearhead its advertising and promotional efforts in 1960. It is estimated that $950,000, representing 35 percent of the total budget, will be spent in almost equal parts over the facilities of NBC, CBS and ABC to tell the story of Frito corn chips.

"This is the largest network buy the company has ever made," says Thomas K. Denton, vice president of Dancer-Fitzgerald-Sample in Chicago, the Frito agency. "With the campaign under way, the announcements are scheduled to run in staggered flights through the end of the year. After checking the coverage maps and the number of stations that will carry the Frito story (over 700), we have determined that this campaign will penetrate every county in the United States except one."

Coast

Looking for depth as well as broad coverage, Mr. Denton points out that there will be an average of 21,000 spot announcements used each week, with listener impression totals up in the multi-billion category.

"Radio has always been one of our most important advertising outlets," says John R. McCarty, advertising-merchandising vice president for The Frito Company. "As a matter of fact, radio was the first medium employed to introduce corn chips when the company was started, and we have been regular users ever since.

An Impulse Item

"Our product," he continues, "comes under the heading of an impulse item. In order to get the shopper to pick up a package of Frito corn chips when she is in the store we have to 'pre-condition' her. This is done through concentrated exposure. Repetition and heavy frequency, therefore, are two of the things that we look for in our advertising and promotion efforts. We have found that we can get this with radio. Radio makes it possible for us to achieve strong trademark and name identification. We have discovered that with the proper type of copy we are even able to get appetite appeal across on our radio announcements."

The principal target of the Frito campaign is the housewife, Mr. McCarty says. "Therefore, we concentrate much of our air activity during the daytime periods. Men and children also are our customers, however, and we have been able to buy time slots and programs that will appeal to them as well."

"In order to hit as many different audience groups as possible," Mr. Denton states, "we are buying announcements around news shows, comedy, drama, adventure, music and almost every type of program now being aired. Frito corn chips appeal to all kinds of people. We believe that radio today is one of the most effective ways of reaching such a broad market and still make it practical to tailor messages to specific consumer groups."

A look at the Frito schedule on the three networks illustrates how the firm is seeking a wide audience base. On CBS, the lineup calls for participation on news shows running from 10 a.m. to 3 p.m.; the Art Linkletter *House Party;* a group of soap operas, including *Helen Trent, The Couple Next Door, Ma Perkins* and others; the *Burns and Allen* show; *Bob and Ray,* and *Amos and Andy.* Frito will also be represented on the network's Sunday schedule made up of *Yours Truly, Johnny Dollar; Suspense; Have Gun, Will Travel; Gunsmoke,* and the *Mitch Miller Show.*

At NBC, the Frito campaign will be heard on *News of the World; People Are Funny;* a news analysis show, *Emphasis;* and *Monitor* including the Paul Winchell show, Ernie Kovacs, the Bob Hope segments and *Duffy's Tavern.* The ABC plans call for 50 10-second announcements a week on newscasts that are heard from 10:55 a.m. until 11:55 p.m., Monday through Friday.

Although the firm produces and distributes about 30 products, corn chips represent the major part of the business. "Frito," Mr. McCarty declares, "is the only nationally distributed corn chip in the country, and it is the only product that is being advertised in our network radio campaign.

"The copy will be varied, and we will probably use 10 to 15 different copy approaches. However, every Frito announcement will include a musical jingle we have prepared built around the theme of *Munch A Bunch of Fritos.* This jingle will be our identification on all of our messages, whether they are 10-20-30 or 60-seconds."

The following is typical of the copy being used for Frito:

JINGLE: Munch munch munch a bunch of Fritos corn chips. It's not polite to smack your lips—but you can't help it with Fritos corn chips—munch munch

to Coast Radio Recipe

munch a bunch of Fritos Corn Chips!

ANNOUNCER (LIVE): Fritos are the perfect after-school or between-meal snack! Golden chips of corn—just made to munch. A nutritious treat for children and grown-ups alike. Fritos corn chips are full of such good, crisp flavor—such good-for-you nourishment—there's contentment in every munch.

JINGLE: Munch munch munch a bunch of Fritos Corn Chips!

ANNOUNCER (LIVE): Whenever you want good munching—get Fritos corn chips. Whenever you want to add zip to a lunch box—to salads, soup or sandwiches—serve Fritos corn chips. They're America's favorite—golden chips of corn just made to munch. F-R-I-T-O-S—Fritos corn chips.

JINGLE: Munch munch munch a bunch of Fritos Corn Chips!

Use Live Announcements

"Although we are using transcriptions, where it is possible we try to make use of live announcements," Mr. McCarty says, "of course, making sure that our jingle is included. On any program where the format permits, we like to have the show's star present our message." Some of the performers who are scheduled to be Fritos "salesmen" are Bob and Ray, Art Linkletter, and Bob Hope. Network announcers will also be used with great regularity.

In order to obtain maximum impact and identification, Frito is preparing point of purchase material keyed to some of the performers. This will include rack streamers and colorful displays.

The tie in of Frito's radio campaign with its activities at the retailer and consumer level is typical of the integrated marketing operation which has brought the company its very considerable success. "Fritos are distributed through a network of almost 2,000 driver-salesmen," Mr. McCarty explains. "Each one has been trained to check properly the stock in the stores on his route, and to set up the displays which we prepare."

The typical Frito store display is colorful, attractive and designed to stimulate attention and action. Every-



IF RADIO helps get the consumer into the store, the large, attractive displays make it simple to find Fritos. Displays are installed by company salesmen, and changed regularly to coordinate with the four major Fritos seasonal promotions that are used each year.

thing is done to make selling Fritos as simple as possible for the retailer. Mr. McCarty also mentions that the company usually ties in Fritos with other food products. He believes that this not only helps boost sales of the corn chips by showing the shopper new ways of using the product, but that it also builds excellent dealer relations.

Seasonal Promotions

The company's research brought out the fact that both the retailer and the consumer grow weary of a particular display after a while. In addition, the displays and other point of purchase materials tend to get a bit shop worn. In order to overcome this problem, The Frito Company conducts a different promotion each quarter of the year. The promotions usually run for about six weeks. This highly successful technique is being employed again this year, and the radio campaign has been carefully geared to fit into the pattern.

"Our first promotion for the year," Mr. Denton says, "ended last month. It was built around an offer of free packages of quality flower seeds. There were three different assortments, and each bag of Fritos contained one of the packages. All of the merchandising efforts, including radio, were coordinated to concentrate on the flower seed offer."

The following is a typical 30-second announcement that was used in conjunction with the free flower seed offer:

ANNOUNCER (LIVE): Here's a wonderful "salute-to-spring" gift from Fritos corn chips. A free package of flower seeds on the large bags—genuine high quality Burpee seeds in three varieties—petunias, snapdragons or zinnias. Look for the Fritos bags with the free flower seeds—while they last.

JINGLE: Munch munch munch a bunch of Fritos corn chips. It's not polite to smack your lips—But you can't help it with Fritos corn chips—Munch munch munch a bunch of Fritos corn chips.



John R. McCarty
Advertising-Merchandising Vice President
The Frito Company

"The next seasonal promotion will kick off in June. And the theme of this will be picnics. Final plans for the fall and winter are being drawn up now. In each instance, we have scheduled our radio flights to coordinate with these special promotions," Mr. Denton points out.

Each of the networks is providing Frito with a variety of merchandising support designed primarily to alert the organization's selling force and its dealers to the extent of the radio campaign. This merchandising assistance is taking a variety of forms. For example, one of the networks is taking advertisements in trade publications in the food field drawing attention to the radio activity. Letters have gone out to dealers and distributors explaining the on-air support that Frito is providing. Transistor radios are being sent to the top regional sales managers. A special Fourth of July letter housed inside a firecracker is being readied to send to top sales personnel. Telegrams, post cards, books, dollar pocket watches and records are also included in the efforts of the trio of networks to back Frito's well-integrated merchandising concepts.

The highly organized and expanding Frito operation of 1960, Mr. McCarty points out, is a far cry from the firm's beginnings in San Antonio during the depth of the depression. Struggling with a fading ice cream business, Charles Elmer Doolin happened across a product being manufactured by a Mexican who had come up with something of a hybrid of a tortilla. Mr. Doolin purchased the recipe and crude equipment for $100. Setting up shop in his mother's kitchen, he went into the corn chip business.

As the business developed and expanded, Mr. Doolin got dealers to merchandise Fritos from display racks rather than from the traditional glass jars. The company expanded at a fast pace, but was set back in 1941 with the outbreak of World War II. In 1946, however, the firm picked up the tempo again and started granting franchises in several parts of the country. Two new products were added to the line, and by 1954 The Frito Company was ready to emerge as a strong national organization.

Impressive Growth

A skilled executive team headed by John D. Williamson was created, and in 1953 a financial reorganization brought about the company's first public issue of stock. Two years ago, the firm merged with and purchased three major potato chip manufacturers, and the sales figures for 1958 were an impressive $51 million.

In addition to Frito which is a national product, the company also produces and sells six brands of potato chips which are sold under different brand names on a regional basis. Here, too, it is pointed out, radio is employed as part of the merchandising campaigns.

Today, The Frito Company, which started in a family kitchen, has 21 plants employing 3,500 people. With its highly refined distribution and merchandising methods, the firm expects to continue expanding. "And since radio has always been able to reach our number one customer," Mr. McCarty says, "we expect the medium to retain its important place in all of our basic planning." • • •



One of the 130 Howard Stores located from New England to Florida. The company plans at least 20 new openings in the next two years. Moderate priced Howard line has expanded its boys and teenage departments since it acquired control of another chain two years ago.

JINGLE RECALL BRINGS...

Howard

A modern version of a famous old radio commercial is currently sparking an extensive return-to-radio drive for the Howard Clothing chain—whose advertising is designed to reflect company policy of building new successes upon the foundations of the old.

Campaign blueprints call for 200 to over 400 spots each week, concentrated in nine Eastern markets for 19 consecutive weeks. Breaking this down, the radio effort will run from March 14 to July 17. There will be between 18 to 35 spots per week per station over 12 outlets. Together with the remainder of Howard's projected radio plans, the medium will account this year for approximately 60 percent of the company's total advertising budget, declares Charles L. Rothschild, senior vice president of Mogul, Williams & Saylor, New York, Howard's agency. (The total budget is estimated to be $700,000. Radio, therefore, will get an estimated $420,000 of the ad expenditures.)

Jingle Well Remembered

Sound medium efforts for the rest of 1960 have not yet been resolved, according to Mr. Rothschild, who states, however, that it is probable

Public's ability to remember jingle off the air for years provides retail clothing chain with theme for new radio campaign

Back To Radio

the client will heavy up during peak holiday sales times.

In the case of the current radio campaign, the old success is the "Little Howard Label" jingle decked out in three brand new 1960 arrangements. The original song went off the air several years ago. However, so many Howard store managers and customers—much to the surprise of management — remembered, recited and even requested it that Howard and MW&S decided to construct an entire campaign to take advantage of both the jingle's popularity and radio's recall and retention potential.

Campaign Theme

The campaign's theme—"Where else but at Howard can you find . . ." is intended to recall Howard's longtime reputation for dependability and value before combining it with news about the firm's up-to-date renovations and innovations.

Howard, which was founded in 1924 in the New York area where it still has its headquarters, acquired two years ago the stock of another men's retail outfit, and as a result has made important management changes.

Subsequently, according to Nathan Langerman, Howard president, the firm has been busy renovating its old stores, opening new ones (at least 20 openings are planned during the next two years) and restyling to give superior cut and material for a moderate price. In addition, Howard has expanded its boys and teenage departments and has introduced greater variety into its haberdashery and men's furnishings departments.

The Howard chain totals 73 stores, principally in the Atlantic and New England states, the Midwest and Florida. There are 38 outlets in the New York area alone.

When the new management appointed Mogul, Williams & Saylor a little more than a year ago, the agency undertook to revamp Howard's advertising strategy to arouse consumer interest in these innovations without dimming the public's



Reviewing Howard's radio schedule is (l. to r.) Charles L. Rothschild, senior v.p. and account supervisor at Mogul Williams & Saylor, New York, the company's agency; Nat C. Wildman, v.p. and creative director on the account; and Joyce Peters, agency timebuyer Campaign covers nine markets.

enthusiasm for Howard as "a tried and true place to go when you want solid value for your money."

Howard, which had turned away from radio several years ago toward tv and print, started to trod the radio road again when manager after manager and salesman after salesman would ask, "Whatever happened to the Little Howard Label?" They all seemed to remember the jingle with affection and to want it back.

Consumer Survey

After hearing so many men with the same idea, the agency decided to run a consumer survey to determine the recall value of the jingle, and discovered that many Howard customers felt the same way as the staff members.

"Their enthusiasm combined with radio's economy and saturation potential induced the client to invest heavily in the air medium this year," Mr. Rothschild explains.

Specific radio markets for the current campaign include New York; Boston; Philadelphia; Lynn, Salem and Peabody, Mass.; Buffalo and Binghampton, N. Y., and Orlando, Fla.

Updated Jingle

The commercials run a minute and combine the updated jingle with live announcer copy. The campaign is principally spot, but also includes sportscasts by Curt Gowdy in Boston and Jimmy Powers in New York. Most of the messages are aired during drive times to catch men and boys—and whatever women may be tuned in as well. (According to Mr. Rothschild, women are always a welcome audience because research has shown that they often persuade their husbands to buy a new suit—and sometimes two suits when the man of the house intended to purchase only one.)

While the music of the Little Howard Label jingle remains the same as in its memorable heyday, both the words and the tempo have been altered. Nat Wildman, MW&S vice president and Howard creative supervisor, says there are three versions, "A 'chipmunk' arrangement, a jazzed up one for teen-agers and a Spanish edition, which is sung by the famous Chiquita of banana fame." The Spanish version is aired only in New York.

"The chipmunk arrangement," explains Jeanne Harrison, the agency's executive radio and tv producer, "was made by speeding up the recording. We feel that it added a nice touch of humor. This jingle also carries a tag line, 'Glad to be of service.' It's the type of line that is sometimes picked up by the youngsters, and adds considerably to the impact of the jingle.

"In preparing these jingles," she continues, "we made every effort to match the musical records being produced today, in terms of the talent and the recording techniques used. For example, top vocalist Dick Williams was the artist on two of the jingles. And all the jingles were originally taped in stereo to produce a finer quality monaural recording."

Typical Commercial

A typical commercial pointed toward Easter buying reads like this:

JINGLE: I'm the Little Howard Label of national renown. I'm seen inside the clothing with the newest styles in town.
Every model—every fabric Howard's got it just for you.
Get the smartest styles at Howard and smartest values too.

ANNCR. Men—where else but at Howard can you find such a spectacular Easter value? Superbly tailored suits of fine all wool flannels, cheviots or hopsacks maker-to-wearer priced at only $39.95. Choose from solids, stripes and diagonals. Expert alterations free. And men, you must look and feel as smart in your Howard suit at $39.95 as if you'd paid $50 or your money back. Pay nothing down . . take six months to pay at all 38 Howard stores in greater New York and New Jersey.



Jeanne Harrison
Executive radio/tv producer
Mogul, Williams and Saylor

In New York, one of the stations now airing this commercial is WMCA, which according to Mr. Langerman, broadcast the very first Howard commercial back in the late 20's when the clothing firm sponsored two funnymen known as the Howard Dandies.

A few years later, in 1933, Howard began to buy a series of musical programs over selected network stations, a series that lasted until World War II. During this period Howard's regular announcer was the late Paul Douglas.

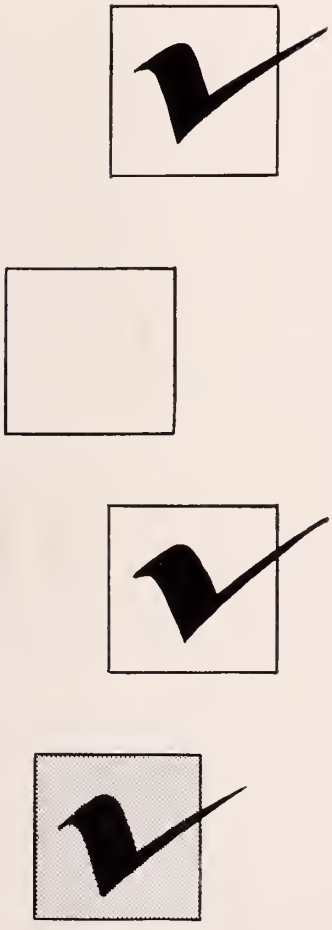
Switch to Spot

The firm's radio activities continued into the 50's with the emphasis switching from programs to spot. Throughout this entire 20-year period, Howard's other advertising standby was, of course, print in which they are still involved.

According to Mr. Wildman, the client and agency are at the present time making considerable efforts to coordinate both their print and radio advertising in order to carry over impact from one medium to the other.

"As far as we are concerned," he says, "the repetitive qualities of radio make the medium, when properly used, an excellent buy for retail outlets. • • •

How To Conduct A Mail Survey



With competition for the advertising dollar increasing steadily, radio stations are making every effort to present a total picture of their sales potential. Research of every sort has become one of the most frequently used "brushes" in helping to paint a station's sales portrait.

Research dealing with ratings is not within the province of the station, and should be restricted to the professional organizations in this area. However, the station often can undertake certain projects designed to provide additional information about its audience. The mail survey is one method of obtaining such listener data.

A survey, in order to be effective, must be properly formulated and executed. To determine what would constitute a mail survey that would be valid and valuable to the station and the advertiser, U. S. RADIO obtained the opinions of a number of researchers who are experts in this field.

"There is no reason why a station cannot conduct mail surveys that will teach it something valid about its audience," says Arthur J. Morgan of the research firm of Erdos and Morgan, New York. "When a survey is done by a broadcaster, the kinds of information he could hope to uncover would, of course, be limited by his knowledge of research techniques.

"While it would be impractical for him to undertake conclusive surveys on, say, the number of listeners he has at any given time, or the number of effective impressions a commercial has made on his listeners," Mr. Morgan states, "he may learn something about what kinds of people listen to his station, what income group they are in, how old they are, how large a family they have or what kind of possessions they own. Or, to put it another way, the station could undertake indicative, rather than conclusive, research."

Wording the Questions

After the surveyer has defined his problem and decided what questions he wants answered, he must face the task of wording the question. "This is perhaps the most difficult part of the project, and the area in which guidance most certainly should be sought," says Mrs. Doris Selinger, president of Audience Analysts Inc., Philadelphia. "There are some standard rules. The questions must be short. There must not be too many of them. They must be clear and simple and not in any way confusing.

"However," she asserts, "one of the things my experience in the field has taught me is that there are many pitfalls in formulating the questions for a survey. If a station does not want to make the expenditure for a professional service to do the complete job, it can try to obtain such services on a consulting basis. The station can do the legwork, such as sending out questionnaires and compiling the results, while benefiting from expert guidance in shaping the questions or interpreting the results."



LIMIT LENGTH OF QUESTIONNAIRE

ASK SHORT, CONCISE QUESTIONS

USE REPRESENTATIVE MAILING LIST

AIM FOR 50 TO 85 PERCENT RESPONSE

mail survey

"The enthusiasm of the researcher can be a hindrance, too," says Mr. Wilson Yulman, project director of Universal Marketing Research (formerly National Field Service), an Alfred Politz Research Inc. affiliate. "It is easy to *expect* others to know what you mean when you have been working with the questions for awhile and are deeply involved in them. Have an outsider check to see if the questions are clear. And beware of long and involved questionnaires.

"People get tired and bored with long, drawn out surveys. If you want to ask 10 questions, send out two sets of postcards to two sets of respondents. Ask each group five of the questions. People won't take the time to answer *any* questions if there are too many to start with."

With a few short and clear questions, the researchers point out, the station can use a double postcard with a stamped, return-addressed envelope for the questionnaire. On one side would be a short explanation of the survey, on the other the questions. They mentioned the postcard as one convenient way to conduct a survey.

After the questionnaire is ready, how do you know to whom to send it? "This is another stumbling block to a valid survey," says Richard Manville, president of Richard Manville Research Inc., New York. "Choosing a list of names from station mail is one thing. Getting a representative sample for a survey is another.

"This does not mean that you cannot use station mail to help build your list of known listeners," he continues. "Any response is helpful in finding out something about your audience. For example, if an advertiser wants to test a product on your station by offering a booklet or free item, the response you get can be added to your list of known listeners. Of course, if the offer is for a toy, you'll find out more about the children in your audience than about your mature listeners. But since you are looking for indicative and not conclusive information, this will add to your knowledge of your audience. Just be sure to keep in mind what the response represents."

For the survey, however, the researchers are in agreement that the most practical listing is either a telephone book or a city directory. "There was a time," says Mr. Morgan, "when the use of telephone directories was a dangerous procedure because many people didn't have telephones. It's a much better source today. And from a practical point of view, a logical one."

Picking a Sample

In choosing your sampling from the list, Mr. Yulman says, pick a random pattern and don't deviate from it. "This is the only statistically sound way to produce a representative sample. Start at a random point. If you pick, say, every fifth name, or the tenth name down in every second column, follow that pattern all the way through, without deviating or substituting."

A pilot study is also helpful in determining how clear the questions are, and whether you will get back complete and honest answers, Mr. Yulman suggests.

On the question of the percentage of returns, all those interviewed point out that they aim for at least a 50 percent response and that 85 percent is not rare.

"The single biggest mistake that's ever made in mail surveys is taking a small response and assuming that it is representative," says Mr. Manville. "It is not. You cannot assume that the people who did not answer your survey are exactly the same as those who did. The mere fact that they didn't answer proves that they are different. The ones who did reply are probably those who are most interested in the subject you are asking them about. Don't stop until you get a high percent of returns. And present the results as representative of your *respondents* and not of your total audience."

One of the ways mentioned to increase the response is to use an incentive, or indicate some kind of benefit that will come from answering. According to the researchers, money seems to be the best incentive, not because of the amount you are sending, but as a gesture. A coin, say a quarter, may get more

response than a dollar bill. The object is to provide some sign that you appreciate the cooperation of the respondent.

After the first responses are in, it is pointed out, send out second questionnaires and third and fourth ones if necessary to those who did not answer the first time. "This means you will have to key the questionnaires so you will know who did and who did not answer," Mrs. Selinger advises. "A simple code will enable you to check off the respondents against your master list. Then you can send out follow-up questionnaires to the others.

"The key will serve a double purpose. Besides providing you with a list of non-respondents, it can also tell you whether you have a geographically representative list. While you will not be able to validate your survey with scientific precision, some kind of cross checking is advisable. By keying the questionnaires, you can see whether a disproportionate number of responses are coming in from one particular location, or if you are getting replies from all areas of your listening radius.

"Checking your responses against available marketing or demographic statistics is a good idea. And a telephone or personal interview follow-up of another small sample will also help in checking results."

No matter how much care has gone into preparing the survey, points out Mr. Manville, and how exacting and representative the method has been, the job is not finished until the presentation is prepared in a forthright and professional manner. For radio research, like all media research, he continues, is basically promotional in its goals. Much of it is done with the hope of using the results as a sales tool. And no advertiser would expect to receive a survey done by a station in which the station didn't show up well.

"This does not mean that the station has to show up first on every subject in its presentation," Mrs. Selinger says. "Be sure to include all the facts. First of all, if the advertiser realizes you've left out something he won't put much credence in your entire presentation. Secondly, there's a chance that you are less likely to be believed if you show up too well."

Or, to put it another way, Mr. Manville observes, "If you have a strong enough sales story that allows you to present unfavorable information about yourself, you are more likely to impress the advertiser, in addition to adding to the credibility of the presentation.

"Mail surveys," he says, "are excellent tools in the right hands. If they are well done they can be extremely useful in pinpointing the station's market. It can help to show the station where its strongest selling points lie.

"If it is not done well, however, or if it is undertaken by a person with neither experience in nor respect for the research field, it can be not only useless to the station but actually harmful."

"Certain kinds of surveys can be well done by mail," Mr. Morgan says. "And stations willing to approach a mail survey project with care may find themselves with results that will be helpful both to themselves at the management level, and to their advertisers and media prospects." • • •

AFTER THE RESULTS ARE IN

The Advertising Research Foundation is a non-profit organization supported by advertisers, advertising agencies and advertising media. Its basic purpose is to further, through the fostering of research, scientific practices in advertising and marketing. In pursuing this goal, the ARF has set up certain research standards and criteria against which it measures the validity of surveys that come before it for examination. The following questions can serve as a guide to a station executive attempting to check the results of a survey against accepted standards. They have been abstracted from the ARF's booklet, *Criteria for Marketing and Advertising Research:*

- Have the questions been well designed? Are they simple, concise and clear?
- Has the best sampling plan been followed to assure a representative response?
- Has the sampling plan been fully executed?
- Is the sample large enough?
- Have the respenses been tabulated completely without any guesswork as to the meaning of answers?
- Is the interpretation forthright and logical? Are all the facts included?

The presentation of the facts should include the following:

- Full statement of problems to be resolved by the study.
- Names of organizations that financed and participated in the survey, and what is their interest in the survey.
- Exact period of time covered in collecting data.
- Date of publication of the report.
- Copies of questionnaires.
- Sources of collateral data.
- Complete statement of methodology.

"Simplicity and clarity," says the ARF, "should be the main objective of the analysis and presentation. Present the results only for what they are and what they represent."

PART II

What's New in

For the second time in three months, the re-birth of interest in radio program syndication is explored

The following is a sequel to Part I, which appeared last February. For a review of the material covered in that story, see p. 35.

A little more than a year ago supplying program services to radio stations was an activity that was dormant. Most of the traditional firms that were in the field occupied themselves mainly with supplying commercial "mats" for local stations.

And suddenly the complexion changed completely. Not only are the "regulars" again in the programming business, but also new firms and even stations themselves have entered the radio syndication business.

As pointed out in the February story, much of this renewed activity is in talk and interview programs. But not exclusively. Musical selections are also being pre-programmed in disc and tape form.

The most obvious distinguishing mark of the new crop of radio programming services is length. The vast majority of material is in short takes—averaging about one minute in length. A long program today is five minutes; short versions are 15 seconds and 40 seconds.

Below is presented a review of new offerings to stations, based on reports from programming companies.

RCA Recorded Program Services, New York, is making available to stations an "Automotive Sales Library," comprising more than 700 motoring hints. The package is designed to help a station attract a larger share of the vast car dealer and car accessory business.

The package has three lengths: There are 400 fifteen-second open-end lead-ins; 120 forty-second used car spots, and 212 one-minute episodes. Each spot features a hint on motoring, car care or cars in general.

The 40-second material is keyed to used cars. There is a brief description of all model cars since 1954, with an analysis of the good points in each year that have been proved with experience. The one-minute episodes offer hints on how to get more out of your car. Each spot features the voice of Ed McCray, described as a car counsellor.

Another current radio offering by RCA Recorded Program Services is a special "Thesaurus Musical Library" package that offers 200 twelve-inch long-playing discs. The package contains 2,000 selections, which are described as "the cream" of the library.

The new offering is programmed on discs in 15-minute segments.

In the area of music programming, **Programatic Broadcasting Service,** New York, a division of Muzak, features a completely automatic music broadcasting service that is currently heard on upward of 62 am and fm stations.

Programatic supplies the automated equipment as well as a monthly package of tapes. The idea behind the plan is push-button programming. A station manager can automatically insert commercials, call letters, time signals and then "go fishing."

Programatic each month supplies 18 reels of specially-arranged music on magnetic tape, each reel containing eight hours of programming. The service is sold exclusively in each market. The music includes

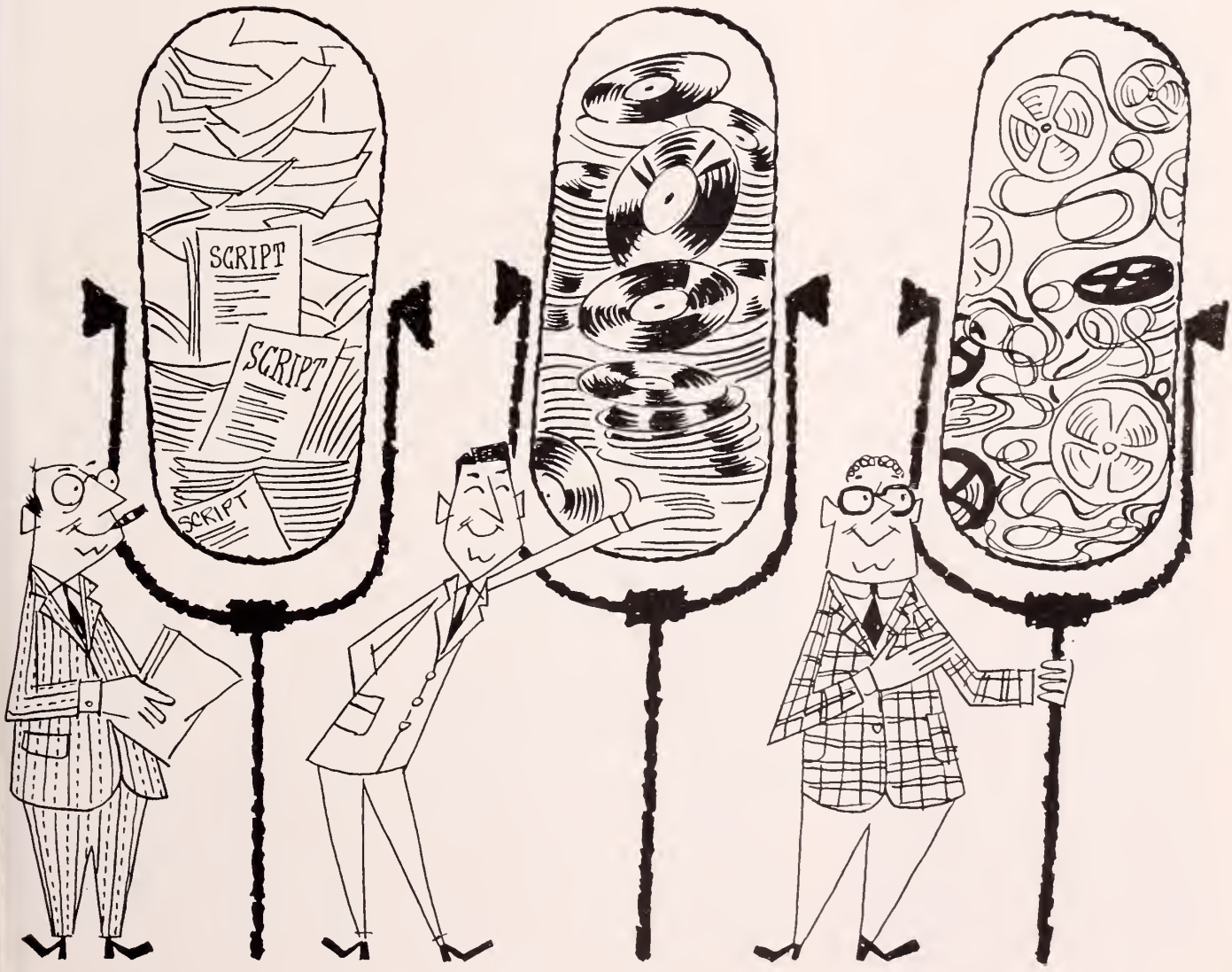
Program Services?

both vocal and instrumental versions and is designed, Programatic says, for the adult listener.

Purchase price of Programatic equipment is $3,145, or it can be leased at a cost of $115 a month. The monthly charge for the tape service is based on market size and varies from $200 to $400.

World Broadcasting System Inc., New York, which provides a complete programming service for stations, has observed the re-birth of interest in program material. The company is just making available to its stations a newly-recorded repertoire of Mantovani and Ted Heath selections on 16-inch discs.

World's current station ID jingle package offers 15 spots that not only lend themselves to station identifica-



tion but also the weather and dates. In the "Product-Service Jingle" package, spots are available for advertisers in 68 different categories.

The company also offers a script service to its stations, most of it featuring chatter to go along with records. An example is the *Wonderful World of Jazz* show, heard a half hour each week. The script provides the talk background for the music. Among other services, World provides a large array of production and sound effects, currently being expanded, and "Commercial Rhythm Backgrounds," designed to complement any style or length of announcement.

Harry S. Goodman Productions Inc., New York, is exploiting to the fullest what it feels is the interest by stations in short, one-minute program capsules. Over the past months, it has developed a library of 11 separate one-minute shows:

There is *Dear Shirley,* an advice to the lovelorn show featuring commentator Shirley Eder; 20 one-minute shows a week are supplied to stations. *Pardon My Blooper,* featuring radio and tv boners and compiled by Kermit Schafer, is being offered in a package of 10 a week.

Another show, *Your Money and You,* formerly a five-minute only, has been converted into a one-minute show. It features Don Rogers, financial editor of the *New York Herald-Tribune.* There is *Cal Tinney Time,* a series of 20 shows a week, presenting the humorist and commentator, and *Sports Shorts,* with Russ Hodges, offered in a package of 15 a week.

Capitalizing on the interest in water activities, the Goodman firm is offering *Boating Tips,* a 10-a-week series featuring Bill McKeown, editor of *Popular Boating* magazine.

There is also *How Come?* with Milton Cross, a 20-a-week package, each 40 seconds long, in which Mr. Cross will review such things as the origination of such terms as "ok" and "nick of time," among others. *The Woman's Touch* is in the one-minute concept, too. It features Patricia Kurland on fashion, food and hobbies in a 10-a-week series. *Guide to Good Health* will present Dr. Lester Coleman, M.D., author of "Freedom from Fear." The one-minute series consists of 10-a-week. Finally, there is *Your Child and You,* a 10-a-week package on child psychology, and *Young Hollywood,* featuring celebrity interviews in one-minute capsules, at the rate of 25 capsules a week.

The trend towards more programming aids is reflected in the "Radio Hucksters and Airlifts" package of **Lang-Worth Feature Programs Inc.,** New York.

Each month new material is supplied. In 1959, for example, a total of 394 new units were added. Last March, Lang-Worth introduced a new comic personality character for station use. He is "Reggie Frobisher," an over-enthusiastic Englishman, who reeled off in the March package 42 comic one-liners. They can be used as lead-ins or to add spice to a disc jockey show or he can be associated with a product or station promotion.

The "Airlifts" portion of the Lang-Worth package contains "many hundreds of program aids of all kinds for today's modern radio." There are 1,500 units in the basic installation, of which about 40 percent are "Airlifts." There are introductions for news, sports, disc jockeys, women's shows, top tunes, hit of the week, kibitzers, comedy blackouts in various voices (Toni Taylor, Sandy the Scotsman) and sound effects. There are safe driving campaigns, weather and time series, major holiday promotions and station ID aids.

Commercial Recording Corp., Dallas, has made available to stations its "Series 12" package of radio promotion jingles. It includes spots for every holiday and season of the year, as well as a back-to-school campaign.

In addition, the company has a new package, the "Musical Timecaster." It offers stations 720 customized jingles for every *minute* of the day, plus mechanical equipment that at any time of the day can be punched to produce the correct musical jingle on tape synchronized with the correct time.

Commercial Recording also is slated to introduce a new package of radio promotion spots at the National Association of Broadcasters' convention in Chicago.

Public service scripts of various kinds are being supplied by **Broadcast Music Inc.,** New York. There is *The American Story,* a collection of episodes on history written by more than 200 authorities and historians. The series deals with famous men in American history as well as great issues.

There is also *The Book Parade,* a series of 15-minute reviews in scripts by prominent literary figures. A more recently introduced series is *The World of the Mind,* in which 52 scholars and scientists appraise various issues in man's search for knowledge and truth.

Finally, there is *The Abraham Lincoln Story.* A total of 70 Lincoln historians and scholars review and comment on various aspects of his life.

This month, **SESAC Inc.,** New York, is kicking off a new series labeled "Big 6 for '60," a series of LP music service plans. Highlight of this campaign is "The Drummers," a new line of promotion specialties and sales aids.

Under the new drive, there are six different purchase plans that offer a variety selection of hi-fi recordings, new releases and "The Drummers" on the basis of outright ownership.

In the area of radio quiz programs, **Radio Features Inc.,** Chicago, headed by Walter Schwimmer, syndicates *Tello-Test* and *Tune-Test.*

In *Tello-Test,* the local emcee conducts a phone-out quiz, whereby listeners are asked a thoroughly researched question until a listener gets the right answer. It can be programmed in five-minute segments, two or three times a day, Monday through Friday, or in 15-minute segments. A jackpot of awards pyramids until the correct answer is given. All the merchandise that is awarded on the show is handled on a certificate basis. There is no physical shipment of the merchandise to the station or by the station.

The *Tune-Test* quiz uses the sta-

tion's own music library as a basis for qualifying questions, plus jackpot questions based on music supplied by the Schwimmer organization.

In the area of news, the **Richard H. Ullman Co.**, Buffalo, N.Y., and New York City, is now the sales representative for **"Deadline Washington,"** a voiced news service for stations. This news service will offer the following:

Ten stories per day covering major news events in Washington, 30 to 50 seconds long, delivered air mail-special delivery on tape. Stories feature the actual voices of the newsmakers. There is also continuous tape updating of late developments on running Washington news stories, available to clients through long-distance dialing.

"Deadline Washington," headed by Joe Phipps, former news director for WWDC Washington, D.C., also offers a 30-minute weekly tape of top newsmakers in Washington. It is called *Speaking of the Sixties*. The service includes direct coverage of the presidential nominating conventions as well as special coverage of Washington stories with a local angle for station clients.

A few stations have also jumped into the syndication business. According to a report from **WICH** Norwich, Conn., last fall it syndicated the *Otto Graham Show* on more than 70 stations. It was a 15-minute show on college and professional football predictions by the star of the Cleveland Browns professional team. It was taped on a Monday morning and these were air mailed to clients.

A brand new series is *Janice Hall's Food Features*. It is a year-round question and answer series dealing with household hints, recipes and economics information.

National Time Sales, New York, a representative firm, and **Eric Blau Productions**, have teamed up to distribute a new five-minute *Mantle at the Mike* show. Starring Mickey Mantle, the show will feature interviews with sports and entertainment figures. The show is packaged in five-a-week segments.

The cost of the series varies by market. For five shows a week, the rates vary as follows: $15 a program in markets ranked between 85 and 100, up to $85 a program in major markets like Chicago. In New York, the cost is $100 a program. There is a 10 percent increase in rates if a station buys three programs a week.

Heritage Productions Inc., New York, is distributing the *Roy Campanella Show*. A five-minute program, heard five times a week, the show is now in about 90 markets.

The company reports that the program is sold on a 52-week basis and that there are now two years of programs available, about 520 hours of programming.

The cost of the show varies by market, from $20 a week minimum to $500 a week.

Futursonic Productions Inc., Dallas, is offering stations various new services. These are the musical promotion jingles as well as product jingles for local and regional use outside of New York and Los Angeles.

The company is also producing 145 time jingles in a package called "Time Chex," which gives time every five-minutes of the day plus noon and midnight. The price varies by market size from $250 to $600. • • •

'What's New?'—Part I

The following is a brief review of the material covered in the first part of *What's New in Program Services?*, which appeared in the February 1960 issue. For details and explanations, refer to that story.

A monthly script service called the "Informacast" is being made available to stations by Program Development & Research Corp., a division of Photography Publishing Corp., and Zang Golobe, vice president, Select Station Representatives Inc., New York. The basic library of 250 scripts, augmented by about 50 new ones each month, can be turned into one-minute programs on such varied subjects as auto care, cooking, gardening, among others.

Nemrac Recordings, West Islip, N.Y., is packaging a taped comedy routine called *McNaughton & McGonagle*. The series is in 30-second and one-minute segments. The company also is producing a 30-minute children's show, *Flight Into Fantasy*.

Public Affairs Radio Inc., New York, is offering a 15-minute survey of business and finance designed for weekend airing. Other "report" and "talk" shows are in the planning stage.

Trand Associates, New York, is packaging a series of five-minute comment shows featuring such diverse talents as Maggi McNellis, Virginia Graham, Anita Colby, Ilka Chase, Westbrook Van Voorhis and John Cameron Swayze.

Richard H. Ullman Inc., Buffalo, N.Y., and New York City, distributing "The Big Sound" library, which is now in its second year. The highlight of the package is that all material—introductions for news, sports, weather and time, one-liners and jockey shorts—are in the voices of Hollywood and show business stars.

Lang-Worth Feature Programs Inc., New York, has packaged a new series of "Special Selling Season Shorties" composed of 397 selections for year-round use. The package offers a showcase for a commercial by providing short but complete arrangements of standard and popular tunes to go along with the commercial.

RCA Recorded Program Services, New York, is distributing the five-minute sports show called *Jackie Robinson's Sports Shots*, a five-a-week series. The company also is talking about distributing a new five-minute series on medical advice and news.

question and answers

THE QUESTION:

What Determines Proper Frequency?

LES TOWNE ANSWERS:



Mr. Towne, media director of Smith/Greenland Co., New York *explains that "to attack the problem of frequency, a media man must first analyze the problems of the campaign." He feels that "frequency is very closely related to how accurately you can pinpoint your market with media selection."*

Too few radio spots? Too many? Too close together? Too much separation? Or should we buy programs?

These are the questions a radio buyer must wrestle with every time he makes a buy.

What are the correct answers to these questions? Enough frequency to sell that particular product! However, there is no one set rule. If there were, a time buyer merely would be a file drawer, chock full of station call letters, rate structures and antenna heights.

To attack the problem of frequency, a media man must first analyze the problems of the campaign —"What is the client trying to do with this campaign?" Then he must ask himself two basic questions:

1. Who is our market?
2. How strong and lasting an impression must the commercial make to move the market to action?

When these two questions have been answered, then he can judge what the correct frequency is for his product.

Define the Market

Let's discuss question number one, "Who is your market? Rich? Poor? Young? Old? Farmers? Certain ethnic groups? Automobile owners? The answers to these questions will pinpoint who is the wheat, who is the chaff, whom we want to reach most effectively—and most often.

When we have the answer to this question about our best potential customers, we are able to apply it to virtually any medium. An excellent example of the answer and media application is Smith/Greenland's treatment of one of their clients: Brand "X" is a product widely accepted by a particular ethnic market. Therefore, in buying media for our client, media selection is directed at programming which is also designed for this specific group. To relate this to the problem: "How much is good frequency?" . . . if the campaign were run on a mass audience station, we would need many more commercials to reach our prime audience (in the stated case, people of this ethnic group). Thus, it is evident that frequency is very closely related to how accurately you can pinpoint your market with media selection.

Question number two, "How strong and lasting an impression must the commercial make to move the market to action?"

This is a problem that can be answered only when you know:

1. What is the length and creative content of the commercials?
2. How really unique are your copy points?
3. How strongly is your competition entrenched?
4. How great is the buying decision that must be made by your market ($5000 for a Cadillac or 5 cents for a package of chewing gum)?

Now let us examine how these points affect frequency.

If your format is dynamic and your product benefits are obviously unique, your commercial will be remembered for a long time, and your frequency can be cut down. If your commercial is a reminder, or is not very likely to send people racing to their nearest store, then you obviously must reach the same audience many times to make the desired impression. If you are selling a brand "Y" soup, and your competition is Campbell's Soup, you certainly must use more frequency than if you were selling in a field where there is no brand preference.

In summing up the entire problem, certain things must be re-emphasized:

1. No two products offer the same opportunities. No greater disservice can be given to a client than to apply someone else's solution to his problem.
2. More than media is involved in this decision. It is not merely a slide rule exercise.

ROGER BUMSTEAD ANSWERS:

Frequency defined by one dictionary is ". . . the rate of recurrence." One explanation of recurrence is ". . . the act or fact of returning to the mind." And recur . . . or recurrence . . . also means ". . . to come up again for consideration."

Simply stated, advertising "frequency" is really the "recurrence" of the commercial message on the consumer's mind . . . for consideration, and hopefully, for buying action!

There seems to be very little agreement among the experts as to just what the right "rate of recurrence" for a sales producing radio campaign is. One sound answer was attributed to The Katz Agency's Dan Denenholz. He mentioned ". . . a *minimum* of 24 spots per week per station, or 120 announcements every week . . ." total in a market where five major stations divide the audience. Actual timebuying experience, however, would usually dictate a somewhat stronger buy impact-wise for a widely distributed mass consumer product.

At M.J.A., in order to determine "frequency," we would weigh many factors aside from executive judgement or the radio audience research presently available.

Detailed Specifics

We look forward to the day when radio stations will supply detailed specifics on their overall audience characteristics—in order that these facts may be weighed in making a radio spot buy just as they are carefully considered in determining overall creative and media strategy.

In other words, as *more* and *more* qualitative information becomes available on *each* individual radio station's audience, the media strategist may well conclude that it would be more efficient for an advertiser to spend more heavily on one or two stations rather than buy 30 spots a week across the board based on the lowest cost per thousand *gross* homes reached.

Marketing Strategy

Marketing strategy, as well as available ad dollars, dictate a different media or "frequency" approach *in any medium* for a selective or "quality" product than for a product broadly distributed and accepted by the American public. Even if Heineken's could spend as much on radio in New York as Rheingold does—the radio buying approach would very likely be different from Rheingold's.

Likewise, the "recurrence factor" of a radio buy must be closely related to every objective of an overall advertising campaign. Good Humor, widely known and accepted as a quality ice cream manufacturer, desires a very specific result from its radio buy—a concentrated demand for Good Humor's weekly specials. In this case, overall frequency is sometimes sacrificed in terms of gross audience—and concentrated in those hours when Good Humor's trucks are on the streets and the "new product" is readily available to the consumer.

Basic advertising strategy—and the media mix determined by that strategy—is also a key factor in determining radio frequency. For example, a tv program buy's impact can be "extended" by a strong radio buy stressing the right "recurrence factor."



Mr. Bumstead is media director, eastern division, of MacManus, John & Adams Inc., New York. *He feels that frequency must be considered as an integral part of the overall marketing strategy. Frequency, he states, "will always be determined only by specific facts available when the media plan is blue-printed."*

My experience in media planning has confirmed a belief that "frequency" or the "recurrence factor" will always be determined only by specific facts available when the media plan is blue-printed; a pat formula for determining "frequency" is still a thing of the future.

And now that I've given my opinion on "frequency," I'd like to see U.S. RADIO challenge some of my contemporaries to define the word IMPACT—so that we'd all have a better idea of what that oft maligned term means to media men. • • •

focus on radio

A Quick Glance At People, Places
And Events Around Radio-Land



GOOD MUSIC SOCIETY is formed by the meeting of 11-year-old Jo Anne Burton and Alan W. Doerr, music director of WGMS Washington, D.C. When Jo Anne wrote that "I only want to hear concertos and operas," Doerr showed his appreciation by taking his young listener on a private tour of the studio. Here Jo Anne exhibits gifts of record and program guide presented her by the station.



CROWNING DELIGHT of Kaiser Aluminum helmet brings smiles to WISN Milwaukee trio Carl Vogt (l.), Marilyn Fagan (c.) and Art Barnes. Helmets were sent to dealers who don't stock Kaiser to "protect" them from aggressive company salesmen.



HONORARY NEWS EDITOR at opening of new newsroom at WWJ Detroit is city's mayor Louis C. Miriani. Honorary copy girl Ardis Kenealy and gen. mgr. Edwin K. Wheeler (r.) look on as the station's news editor James F. Clark (c.) receives his first assignment.



BEVY OF BEAUTIES captivates Don Sorkin, WCFL Chicago disk jockey on his Saturday night music and interview show that originates from Chicago's famous Gaslight Club. Girls are waitresses. Sorkin also hosts daily 6:15 a.m. show that originates from station's studio.



THEY LOVE the parade to celebrate 38th anniversary of WIL St. Louis. These are but six of the marchers who took part in the 100-mile trip through the city and 25 suburbs. Parade began a month-long series of charity and promotional events centering around anniversary.



SEARCH FOR TALENT in Pet Milk's Third Annual "Grand Ole Opry" Talent Contest is planned by (l. to r.) Robert Cooper, gen. mgr., WSM Nashville; Edwin Peterson, senior v.p., Keystone Broadcasting System; Robert Piggott, adv. dir., Pet Milk Co.; Ray Morris, product adv. mgr., Pet Milk Co.; Wells Hobler, account supr., Gardner Advertising; Roy Porter, a.e., Gardner; Ralph E. Hartnagel, Gardner; Earl Hotze, a.e., Gardner, and Ralph Zipfel, of the Pet Milk advertising department.



MUSIC MAKER Arnold E. Johnson, v.p., Needham Louis & Brorby, Chicago (l.), acknowledges authorship of humorous three-song medley which won KBIG Hollywood contest. Neal Weed (c.) and Frank Weed of Weed Radio Corp., station's representatives, bring good news. Johnson won trip for two to Miami, Lisbon, Madrid.



CREATIVE ADVERTISING wins recognition for Eisaman, Johns & Laws from the Southern California Broadcasters Association. Agency principals (l. to r.) Joe Eisaman, Jess Johns and Robert Laws receive award from Robert Light, SCBA pres., for Chevy dealers campaign tying in commercials with news flashes from Olympics.



BONUS ATTACHED to each of the 10,000 balloons that fell from the sky over Garden Grove, Calif., was list of merchants tying in with KWIZ Santa Ana's "Balloon Bustin' Dollar Days." Two dozen merchants featured sales during the three-day event.

LONG A DREAM Now A Reality

Radio's Newspaper of the Air

40-second and one-minute features that your listeners want.

HOW COME? "O.K.". "Nick of time." "U. S." Grant, and hundreds more. Milton Cross explains the origination of expressions we take for granted. 20 weekly.

SPORT SHORTS Russ Hodges recalls unusual happenings in the sports world. 15 weekly.

YOUNG HOLLYWOOD Interviews with movie stars and news. Dick Strout emcees. 25 weekly.

DEAR SHIRLEY Shirley Eder gives advice to the lovelorn. 20 weekly.

YOUR CHILD & YOU Psychological and emotional approach to raising children from infancy through 10 years. 10 weekly.

BOATING TIPS Bill McKeown, Editor *Popular Boating Magazine* gives advice on pleasure boating. For novices and old salts alike. 10 weekly.

GUIDE TO GOOD HEALTH Dr. Lester Coleman, M.D., author of "Freedom from Fear" emcees. Information on keeping well and what to do if you aren't. 10 weekly.

YOUR MONEY & YOU Don Rogers, Financial Editor, *New York Herald Tribune* with how to make more money and keep what you have. 10 weekly.

CAL TINNEY TIME It's funny. Tinney's comments on people and events will have your audience laughing for more. 20 weekly.

PARDON MY BLOOPER Hilarious boners pulled on radio and TV. 10 weekly.

THE WOMAN'S TOUCH Patricia Kurland comments on foods, fashions, and all things of interest to women. 10 weekly.

Take one or take them all. Exclusive rights granted.

HARRY S. GOODMAN PRODUCTIONS
19 East 53rd Street, New York City

CONVENTION HDQRS:
Conrad Hilton, Suite 1105-A

LOOKING GLASS (Cont'd from p. 21)

strong features not obtainable at local level."

- "Stations should have less call letter promotion so commercials are not coupled with self-promotion. Commercials should be 'showcased' to be more effective. Networks should do something for educated, cultured audience bored with tv. For example: A series on possible occupations for U.S. college students to help determine what they want to be; perhaps a comparison of similarities and differences of various religions; discussion programs on local and national issues—both sides presented fairly; a series of readings from current best-sellers or new and old plays; perhaps short reviews of art exhibits."
- "Better spacing of commercials, dropping of station 'promos.' This would decrease weight of advertising. Increase music or editorial content and thus heighten impact of all commercials."
- "No harm can come in providing adult listeners with news and music; however, why not more in the way of usable, thought-provoking information (between recordings) concerning the home, the car, the community, etc. Radio was once a predominantly 'entertainment' medium; today it is looked to for service by much of the nation."
- "Find out what buying people want and give it to them. No, it's not being done now."
- "Develop a distinct flavor for each station locally."

What do you consider to be radio's attributes?

- "Listeners can be reached while busy with their hands at other tasks or while moving around. Car radio is a big plus during summers and weekends or in warm climates."
- "Flexibile; personal endorsements by popular local personalities."
- "Low cost; ability to reach market segments efficiently, selectively."
- "Economy — permitting greater frequency."
- "It requires ears only. Car radios; radio delivers loads of women 9 a.m. to 3:30 p.m. inexpensively; great reminder medium; local personalities."
- "Low cost, flexibility."
- "Coverage, price."
- "Portability; oportunity for frequent supplemental support; continuity; occasionally, the value of a personality."
- "It is more personal than, say, tv. Can select audience quite neatly (particularly housewives)."
- "The ability to produce and sustain impact, through repetition, upon its audience."

What do you consider to be radio's limitations?

- "Station images are blurred and non-existent in general."
- "Evening listening still second to tv. All day and all weekend and summer radio is outstanding."
- "Big one-time audience is not available. Lack of visual impression."
- "Except for specialized products that make sense on evening schedules on 'good music' stations, nighttime radio offers too small a segment of audience."
- "Lack of audience reach and impact."
- "Casual listening to large but unknown degree."
- "Lack of visual quality; premium rates for desirable local periods, and somewhat spotty clearance on networks."

Any other thoughts on areas of radio not covered above?

- "Let's educate more of the junior buyers into the benefits of radio. Let's stop talking percentage points in ratings and look more carefully at ownership, management, programming, local corporate image, coverage factors, merchandising assistance offered and atmosphere of station in which client's commercials will be aired".
- "Stations should regulate themselves on co-op—letting one major chain dominate station hurts it in revenue and prestige, and forces buyers to more and more co-op at less than national rates. Also, one rate would help."
- "What is saturation coverage?"
- "I think some constructive research could be done to establish a pattern of reach and frequency." • • •

for buyers and sellers of radio advertising

U.S. RADIO

1960

NATIONAL ASSOCIATION OF ROADCASTERS

3TH ANNUAL CONVENTION

A

APRIL 3-6
CHICAGO

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S. RADIO

te 922-23

"Who'd think you could do it 720 different ways in 720 minutes!!!"



"MUSICAL-TIMECASTER" . . . the greatest innovation in radio programing since jingles . . . at C.R.C.'s suite at the Sheraton-Blackstone

- your own customized jingles sing the time
- automatically cues the tape to the exact minute

Commercial Recording Corporation
P. O. Box 6726 3104 Maple, Dallas 19, Texas
Tom Merriman, president - Bob Farrar, vice pres
Dick Morrison, vice pres., gen. sales mgr.

This is the spot for a commercial



DRESSER BY
BAKER FURNITURE CO.

Decisions can wait till 9 A.M. Right now his mind is on your message! Multiply this receptivity by millions of commuters and you'll see why Spot Radio pays off big for national advertisers.

KOB ..... Albuquerque	**WINZ** ..... Miami	**KCRA** ..... Sacramento
WSB ..... Atlanta	**WISN** ..... Milwaukee	**WOAI** ..... San Antonio
WGR ..... Buffalo	**KSTP** . Minneapolis-St. Paul	**KFMB** ..... San Diego
WGN ..... Chicago	**WTAR** ..... Norfolk	**KOBY** ..... San Francisco
WFAA .... Dallas-Ft. Worth	**KFAB** ..... Omaha	**KMA** ..... Shenandoah
WKMH ..... Detroit	**WIP** ..... Philadelphia	**KREM** ..... Spokane
KPRC ..... Houston	**KPOJ** ..... Portland	**WGTO** .... Tampa-Orlando
KARK ..... Little Rock	**WJAR** ..... Providence	**KVOO** ..... Tulsa
	WRNL ..... Richmond	

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK · CHICAGO · ATLANTA · BOSTON · DALLAS · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

BLURRED



OR HEARD?

The message is clear. People—adult people, particularly—listen to the CBS Owned Radio Stations, the persuasive voices of seven of America's top ten markets. Active, alive listeners choose the C-O's because their programs are directed to listeners—not to the fringe consciousness of people with their minds on other matters. Locally-produced programs include live music, comedy, opinion forums, special events, education, regional news, documentaries, interviews, sports, farm shows, business reports—everything that interests people. And added to all this is the unique strength of the CBS Radio Network, with its schedule of star personalities, drama, comedy, complete news coverage and analysis, public affairs and great live music. This is responsible broadcasting. It gets a responsive audience. And generates response to your advertising!

THE CBS OWNED RADIO STATIONS C-O

REPRESENTED BY CBS RADIO SPOT SALES

WCAU, Philadelphia; KCBS, San Francisco; KNX, Los Angeles; WEEI, Boston; WCBS, New York; WBBM, Chicago; KMOX, St. Louis

TWO HISTORIC FIRSTS

ANOTHER FIRST

WFIL's "Studio Schoolhouse," winner of the 1954 and 1959 Freedoms Foundation Awards, is the ONLY program in America to receive the Award twice.



ANOTHER FIRST

Philadelphia's Home and School Council has just cited the WFIL Stations for ". . . valuable and continuous contributions to education of children and adults . . ." This is the ONLY Award ever made by the Council to a broadcaster.


THE PHILADELPHIA
HOME & SCHOOL COUNCIL

CERTIFICATE OF APPRECIATION

For valuable, effective and continuous contributions to the education of children and adults in the Delaware Valley area, through "Wiffil Studio Schoolhouse" on WFIL-radio since 1943, and on WFIL-TV since 1948, produced cooperatively with the Philadelphia Public, Diocesan and Independent Schools, and through "University of the Air" presented in cooperation with 35 colleges and universities since 1950, the Philadelphia Home and School Council awards this special citation to

Stations WFIL, WFIL-TV

in recognition of this unique and distinguished service.

With those who know local public service programming best, it's WFIL again and again and again. Here are just a few of the WFIL Stations' many public service firsts:

- **First broadcaster in America to win two duPont Awards**
- **First and only broadcaster to win the Marshall Field Award**
- **First and only broadcaster to win two Sloan Awards in one year**

Leaders in service to the community since 1922

TRIANGLE STATIONS

WFIL-AM • FM • TV

PHILADELPHIA, PENNSYLVANIA

ABC • BLAIR

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WLYH-TV**, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM**, Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

NAB 38th Annual Convention

An atmosphere of unprecedented sedateness greets delegates to the 1960 meeting

The 38th annual convention of the National Association of Broadcasters takes place in an atmosphere of unprecedented sedateness.

There is the memory of the association's—and the industry's—recently deceased leader, Harold E. Fellows, NAB president and chairman of the board, who died last March 8 (see *Editorial*, p. 100).

There is concern over the outcome of Capitol Hill investigations. And there is extreme interest in the change in leadership at the Federal Communications Commission, with Frederick W. Ford succeeding John C. Doerfer as chairman due to the latter's resignation.

In the area of business, there is a desire to keep the radio sales machine running in high gear so that further progress can be recorded on the sales speedometer.

For the second year in a row, the convention is being held at the Conrad Hilton Hotel in Chicago, from April 3 through April 6.

In honoring Mr. Fellows, Dr. Frank Stanton, president of CBS Inc., will deliver a tribute to NAB's former head at the opening session Monday morning. Also at this session the 1960 Distinguished Service Award will be presented to Clair R. McCollough, president and general manager of the Steinman Stations, Lancaster, Pa. (*see Silver Mike*, p. 15). Mr. McCollough will also make the keynote address.

The luncheon speakers include: Secretary of State Christian Herter, Monday; Chairman Ford of the FCC, Tuesday, and Whitney North Seymour, president-elect of the American Bar Association, Wednesday.

At the Wednesday luncheon, FCC Commissioner T.A.M. Craven will receive the second annual Engineering Achievement Award.

The radio agenda of the convention gets off to a fast start on Sunday, April 3, with a special "Fm Day." From 10 a.m. to 12 noon, the National Association of Fm Broadcasters will hold a special sales and programming seminar. The afternoon portion of "Fm Day" will be conducted by NAB. Presided over by Ben Strouse, WWDC Washington, D.C., and chairman of the NAB Fm Radio Committee, the first presentation will be "Fm: Population Explosion," by John F. Meagher, NAB vice president for radio, and Everett L. Dillard, WASH Washington, D.C.

Other fm subjects for the afternoon are "Fm: The Count Up," "The Fm Receiver Manufacturer Speaks," "Fm: An Official Evaluation" and "If I Owned an Fm Station. . ."

On Monday afternoon, following the morning official ceremonies, the radio agenda will feature a report by Robert T. Mason, WMRN Marion, O., chairman of the All-Industry Radio Music License Committee.

Lawrence Webb, managing director, Station Representatives Association, will deliver SRA's spot radio presentation, "Prospects on a Silver Platter." Then there will be a session on the "Standards of Good Practice," presided over by Cliff Gill, KEZY Anaheim, Calif., chairman of the NAB Standards of Good Practices Committee.

On Tuesday morning, from 10 to 11:30 a.m., the Radio Advertising Bureau will hold forth with "The Nature of the Enemy," a slide and sound presentation outlining the strengths and weaknesses of radio's major competitors. Kevin B. Sweeney, president, will lead the RAB presentation.

Tuesday afternoon is open to allow those attending the convention ample time to see all the exhibits.

On Wednesday morning there is a special labor clinic, presided over by Ward Quaal, WGN Chicago.

On Wednesday afternoon, the Broadcasters Promotion Association will deliver a presentation on station promotion.

The convention formally closes with the annual banquet at 7:30 p.m., Wednesday. • • •

Radio Convention Agenda

(All management meetings are at the Conrad Hilton)

Special Features

FRIDAY, APRIL 1

9 a.m. to 5:30 p.m. — Association for Professional Broadcasting Education—Board of Directors Meeting. Luncheon
Room 18

SATURDAY, APRIL 2

9 a.m. to 5:30 p.m. — Association for Professional Broadcasting Education—Membership Meeting
Room 18

10 a.m. to 5 p.m. — National Association of Fm Broadcasters
Waldorf Room

SUNDAY, APRIL 3

9 a.m. to 5:30 p.m. — American Broadcasting Co.—Affiliates Meeting
Grand Ballroom

9 a.m — Buses leave south entrance of Conrad Hilton Hotel for *Broadcasting* golf tournament at Midwest Country Club, Hinsdale, Ill.

10 a.m. to 12 Noon — National Association of Fm Broadcasters—Membership Meeting
Waldorf Room

11 a.m. to 1 p.m. — Regional Broadcasters—Membership Meeting
Williford—C

11 a.m. to 1 p.m. — Daytime Broadcasters Association—Membership Meeting
Room 14

3:30 to 5:30 p.m. — Clear Channel Broadcasting Service—Membership Meeting
Room 13

5:30 to 7:30 p.m. — American Broadcasting Co.—Affiliates Reception
Williford—A & B

MONDAY, APRIL 4

8 to 10 a.m. — Quality Radio Group Inc.—Breakfast
Room 9

TUESDAY, APRIL 5

7:30 p.m. — Broadcast Pioneers Banquet
Grand Ballroom

Official Agenda

SATURDAY, APRIL 2

9 a.m .to 5 p.m. — Registration
Lower Lobby

SUNDAY, APRIL 3

7 a.m. to 7 p.m. — Registration
Lower Lobby

12 Noon to 7 p.m. — Exhibits
Exhibition Hall

2:30 to 5:30 p.m. — NAB Fm Session
Waldorf Room

Presiding: Ben Strouse, WWDC Washington, D. C., Chairman, NAB Fm Radio Committee

"Fm: Population Explosion"
John F. Meagher, NAB Vice President for Radio

Everett L. Dillard, WASH Washington

"Fm: The Count Up"
Dr. Sydney Roslow, The Pulse Inc.

Frank Stisser, C. E. Hooper Inc.

Richard M. Allerton, Manager, NAB Research Dept.

"The Fm Receiver Manufacturer Speaks"
Henry Fogel, President
Granco Products Inc.

C. J. (Red) Gentry, National Sales Manager, Automobile Fm Radio, Motorola

Ted Leitzell, Zenith Radio Corp.

"Fm: An Official Evaluation"
Robert D. Linx, FCC Field Supervisor, Western Region, CONELRAD

"If I Owned an Fm Station . . ."
Edward L. Barry, Columnist, *Chicago Tribune*

Bernie Harrison, Columnist, *The* (Washington, D. C.) *Evening Star*

MONDAY, APRIL 4

10:30 to 11:45 a.m.
Grand Ballroom

Presiding: Thomas C. Bostic, Cascade Broadcasting Co., Yakima, Wash.; 1960 Convention Co-Chairman

Tribute to Harold E. Fellows: Dr. Frank Stanton, President, CBS Inc.

Keynote Address: Clair R. McCollough, Steinman Stations, Lancaster, Pa.; Chairman, NAB Policy Committee

Presentation of NAB Distinguished Service Award: By C. Richard Shafto, WIS-TV Columbia, S. C., Chairman, NAB Tv Board of Directors and Member, NAB Policy Committee, to Mr. McCollough

12:30 to 2:15 p.m. — Luncheon and General Assembly
Grand Ballroom

Presiding: Payson-Hall, Radio-Tv Div.,

Meredith Publishing Co., Des Moines, 1960 Convention Co-Chairman

"I Speak for Democracy"
Richard J. Smith, National Winner, Voice of Democracy Competition

Introduction of the Speaker: Merrill Lindsay, WSOY Decatur, Ill., Member, NAB Board of Directors and NAB Policy Committee

Address: The Honorable Christian A. Herter, The Secretary of State

2:30 to 5 p.m. Radio Assembly
Williford Room

Presiding: Mr. Meagher

Opening Remarks: F. C. Sowell, WLAC Nashville, Tenn., Chairman, NAB Radio Board of Directors

Report to the Industry: Robert T. Mason, WMRN Marion O., Chairman, All-Industry Radio Music License Committee

Emanuel Dannett, McGoldrick, Dannett, Horowitz & Golub, Counsel to the Committee

"Prospects on a Silver Platter"
Lawrence Webb, Managing Director, Station Representatives Association

"Standards of Good Practice"
Cliff Gill, KEZY Anaheim, Calif., Chairman, NAB Standards of Good Practices Committee

Frank U. Fletcher, Spearman & Roberson, Washington, D. C.

Warren E. Baker, Chadbourne, Parke, Whiteside & Wolff, Washington, D. C.

TUESDAY, APRIL 5

10 to 11:30 a.m. Radio Advertising Bureau Presentation
Grand Ballroom

"The Nature of the Enemy"
A slide and sound presentation outlining the strengths and weaknesses of radio's major competitors for the advertising dollar of retailers and national advertisers. The presentation suggests a simple series of steps for radio to take in its efforts to seize more of the advertising dollar in the 1960's.

12:30 to 2 p.m. Luncheon and General Assembly
Grand Ballroom

Presiding: Mr. Bostic.

Address: The Honorable Frederick W. Ford, Chairman, FCC

Special Presentation: Broadcast Music Inc.

2:00 to 5 p.m. No Scheduled Sessions—This period is not programmed so as to permit delegates to visit exhibits and hospitality suites.

WEDNESDAY, APRIL 6

9 to 10:15 a.m. Labor Clinic (Closed Session)
Williford Room

Presiding: Ward L. Quaal, WGN Inc., Chicago, Chairman, NAB Labor Advisory Committee

Participants: Hulbert Taft Jr., Taft Broadcasting Co., Cincinnati; B. Lowell Jacobsen, National Broadcasting Co.; Cecil Woodland, WEJL Scranton, Pa.; Charles H. Tower, NAB; James H. Hulbert, NAB.

10:30 a.m. to 12:00 Noon General Assembly (Management and Engineering Conference)
Grand Ballroom

Presiding: Mr. Hall

Panel Discussion: Federal Communications Commission

Hon. Frederick W. Ford, Chairman
Hon. Rosel H. Hyde
Hon. Robert T. Bartley
Hon. Robert E. Lee
Hon. T. A. M. Craven
Hon. John S. Cross

Moderator: Mr. McCollough

12:45 to 2:15 p.m. Luncheon and General Assembly
Grand Ballroom

Presiding: Warren L. Braun, WSVA Harrisonburg, Va., Chairman, Broadcast Engineering Conference Committee

Presentation of NAB Engineering Award: To Commissioner Craven, FCC

Introduction of the Speaker: Mr. Hall

Address: Whitney North Seymour, President-elect, the American Bar Association

The Annual NAB Business Session—
Presiding: Mr. McCollough

2:30 to 5 p.m. Radio Assembly
Williford Room

"Radio's Public Relations—*Your* Job"
Robert L. Pratt, KGGF Coffeyville, Kan., Chairman, NAB Public Relations Committee.

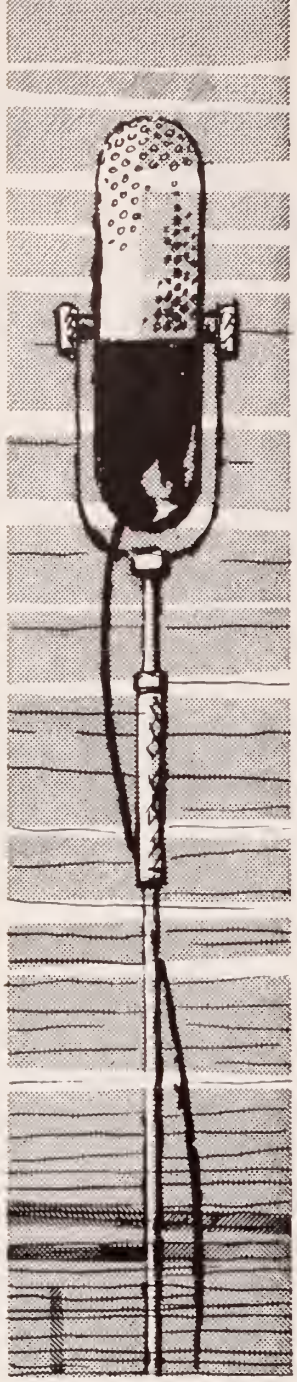
Broadcasters' Promotion Association Presentation

"Promotion as a Radio Management Function"

Charles A. Wilson, WGN Chicago
Janet Byers, KYW Cleveland
James Bowermaster, WMT Cedar Rapids
John J. (Chick) Kelly, Storer Broadcasting Co.

"If I Were Your Program Director . . ."
Mitch Miller, Columbia Records

7:30 p.m. Annual Convention Banquet
Grand Ballroom



NAB BUILDS

The radio industry has always been concerned with what the American public thinks of it—individually as stations and wholly as a federally-licensed business.

At present, the core of the concern lies in the anxiety over Washington examination and accusation, as well as the desire to see radio continue gathering strength in the local community.

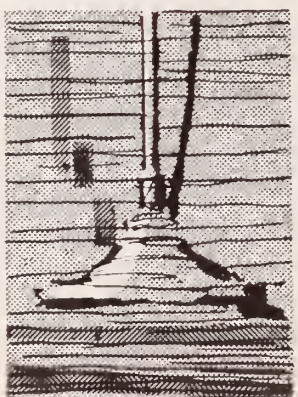
In an enterprise whose very nature is to communicate to the public—quickly, informatively and entertainingly—its structure is completely dependent upon the image its audience conjures in relation to it.

During a period when the radio industry—long plagued by government inquiry because of the sensitive position it holds with the American audience—is again facing legislative scrutiny, the efforts of many broadcasters are being turned toward using their own natural resource to convey an accurate self-portrait.

Spearheading these efforts is the "Build Radio With Radio" campaign formally launched by the National Association of Broadcasters for its members last summer.

The objectives of the campaign are many: Understanding, goodwill, public relations, plain good business. But undoubtedly the one goal to which all these contribute is the desire to insure that radio remains a primarily self-regulated business.

The radio position on this matter was eloquently stated by the late Harold E. Fellows, president and chairman of the board of NAB. The following is an



excerpt from his remarks last January before the Federal Communications Commission:

"In effect, what we have said here is that we believe the Government should stay out of programming per se—*that self-regulation by the broadcasting industry, even with its limited sanctions, is more in keeping with our democracy than government control, whether by lifted eyebrow or by lifted mace.*

"Self-regulation is not an easy process, nor is it swift. In the purest sense, it is motivated by an instinct for decency, not by fear of punishment. . . .

"One can't escape the fact that . . ., in talking about freedom, we are not talking about the broadcaster's freedom, but the people's freedom. The people are more important than a few thousand broadcasters. The people are more important than a few thousand critics of broadcasting. . . . 'The people's choice' is not an empty phrase. It is as full of meaning as the political activities that are taking place this year.

"What we have built in broadcasting . . . is reflective of that mood and that precious concept—that the people choose. Anything that is done, however innocent its origin, to limit the natural flourishing of that choice on the part of the people, is contrary to the public interest."

NAB's "Baild Radio With Radio" drive is centered around station communication with its audience and public. Under the supervision of John F. Meagher, vice president for radio, stations have been receiving monthly promotion kits for on-air announcements. Each month has a different theme and the scripts range in length from 10 seconds to 60 seconds. For example, last September the theme was radio's service to youth and to schools.

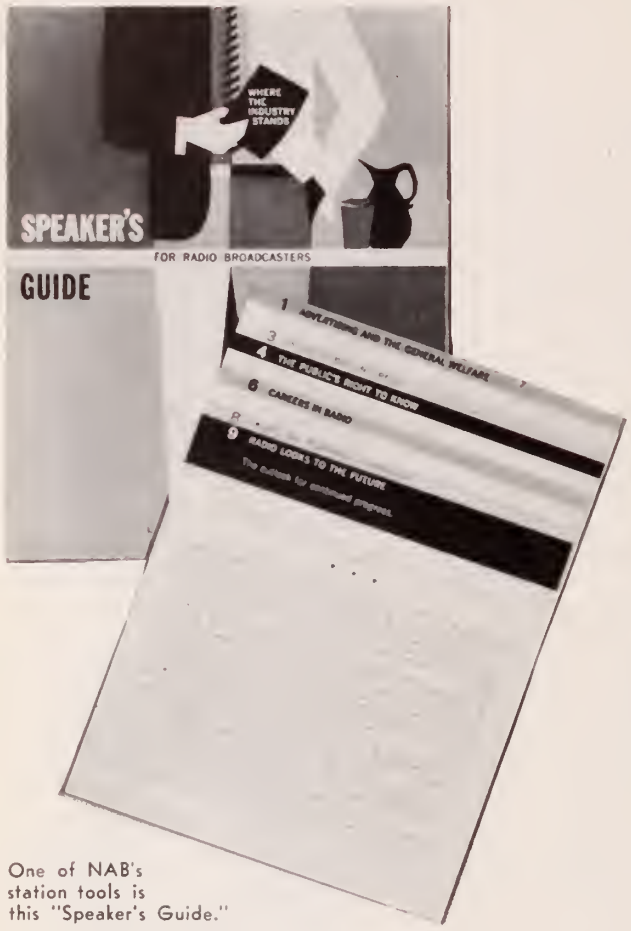
Here is an example of a 60-second spot for that month:

"If you're a young man or woman in school, you know that school days are busy days. There's so much to learn . . . so much to accomplish . . . so much to enjoy. That's why radio *means so much to young Americans on the go . . . and parents, too. Radio goes anywhere . . . and keeps you in tune with what's happening everywhere. Radio shares your every interest. Radio covers the activities, achievements and problems of your own school. Radio serves as a forum in which students, parents and teachers alike can exchange ideas. Radio public affairs programs help you understand what you study in school. Radio brings you music and entertainment for your leisure hours. Radio makes it more fun to be young. Station ———— is pledged to serve you, your schools and your community. This station is a member of the National Association of Broadcasters. Broadcasting serves America."*

Other monthly themes have included radio's public service activities, its service in disasters, music for lis-

RADIO WITH RADIO

NAB



One of NAB's station tools is this "Speaker's Guide."

"Heartbeat of Mainstreet"

The month of May has once more been designated as the annual period for broadcasters to promote intensively radio's place in the community. This year's NAB theme is "Radio, the Heartbeat of Mainstreet."

For the second straight year, Faillace Productions Inc., New York, will produce a variety of jingles for member use. The theme of these spots will promote the prestige of the medium as well as its listener values. A kit containing promotion and program ideas will be mailed out by NAB to its membership.

The NAB public relations committee that is helping in the formulation of ideas and materials are: Robert Pratt, KGGF Coffeyville, Kans. (chairman); Frank Gaither, WSB Atlanta; Simon Goldman, WJTN Jamestown, N. Y.; A. Boyd Kelley, KTRN Wichita Falls, Tex.; Robert J. McAndrews, KBIG Hollywood, Calif.

teners, radio listening during Christmas and New Year's, among others.

As part of its over-all radio public relations campaign, NAB also has a special film called "Hear and Now," a 16mm. reel that dramatizes how radio stations keep their communities well-informed around the clock. NAB also makes available to its members a "Speaker's Guide for Radio Broadcasters" that offers help in speechwriting in nine different subject categories.

In line with this, the campaign also offers to members seven different fully-prepared speeches on various subjects for local broadcaster use in the community.

Is there an interest for this type of material by stations? Just ask the NAB. A total of 505 tape recordings of the aforementioned stand on self-regulation by Mr. Fellows has been requested by members and non-members. The "Hear and Now" film has been purchased by 230 stations and rented by another 80—a total of 310. As for the "Speaker's Guide," radio members received one guide each and then 306 members requested 347 additional guides. About 4,165 full-length speech texts have already been mailed out to members, all on request. (There was no blanket mailing of speech texts to the membership.)

While the NAB believes the interest by stations is encouraging, it also is firm in its stand that a greater number of stations should be devoting more time to this campaign. NAB reasons that at this particular moment in its history there is little that could be more important to a station than local image-building.

Many station executives, the association believes, for one reason or another find themselves so busy with the normal business load that they overlook the opportunity to plan an image-building campaign with the help of NAB materials.

In addition to the industry significance, the NAB also appeals to the broadcaster's sense of business on the sound premise that good public relations *is* good business. John M. Conric, manager of public relations, explains:

"Public acceptance of your station is a big factor in determining the number of its listeners . . . and their response to what they . . . hear. This, in turn, affects your sales to advertisers . . . not to mention your own pocketbook.

". . . Public relations is just one of many management tools. But it is particularly important to you because you are in a government-licensed industry which makes its daily bread by communicating with the public. And public relations can determine whether your daily bread dough rises or falls flat.

"Because you are in the business of communicating with the public, just about everything you do makes an impression on the public. Everything you do can help to build—or tear down—the public stature of you and your station. . . .

"You can find many good definitions of what public

relations is. *But I have one which I think fits the broadcaster. It involves three basic elements.*

"First, public relations means finding what your public—your audience—wishes . . . what it needs . . . what it expects from you. Second, public relations means guiding your policies to fulfill these needs and desires. . . . The third point—this is the point that too often is ignored and this is the capstone of public relations:

"Public relations means communicating and interpreting your policies and your actions so your public will know that you are acting in their interests. In other words, public relations is a free flow of communications between you and your community. . . .

"Whenever you build a favorable public impression of yourself and your station, you also are building good public relations for the whole broadcasting industry."



TO INFORM AND ENTERTAIN

The "Build Radio With Radio" campaign leaves no question as to which medium the NAB believes should be used as the primary source of communication. The association feels strongly that favorable newspaper stories are welcomed, but should be regarded as a bonus. "Radio can do the job all by itself if all broadcasters pitch in."

Many broadcasters feel that the time is right for a re-dedication to the basic reasons that have made radio a major medium of mass communications and the prime conveyor of instant information—a re-dedication of the programming and economic base of the medium and the need for self-watchfulness.

The seven complete speech texts that NAB has prepared so far for its members reflect some of these views. Although the speeches themselves contain a goodly share of the statistics and factual material to illustrate the growth and dimensions of radio, they also contain many views representative of what radio stands for today. The seven speeches are: "What Radio Means to America," "Radio Is Close to You," "Radio . . . Always in Tune With You," "Born to Blush Unseen," "Listen to the Latest," "The People's Right to Know" and "To Thine Own Self." The following are excerpts from "What Radio Means to America":

"Except for the limited government regulation that is necessary to keep order in the frequencies, American radio is free under our system. . . .

"Through competition between stations, each one competes for the listener's favor and if it does not please, it loses listeners. If it loses listeners, it loses the economic support necessary to operate. As a result, Americans are getting the finest radio program service, unmatched anywhere in the world . . . without cost . . . without tax . . . without censorship. . . .

"So it is advertising revenue which enables radio to pay its way and develop new and better program services. It also enables radio to hire the competent and talented people to write and produce programs and staff stations. According to the U. S. Department of Commerce, the average income of broadcasting employees is the second highest of all industries in the country. . . .

"President Dwight D. Eisenhower, in a message saluting broadcasters, summed up the mission of radio this way: 'To inform the people fully, fairly and freely, to hearten their spirit with healthy entertainment, to encourage in every possible way aspiration toward a better state for all mankind. . . .' These are the high purposes to which radio is dedicated!" • • •

(*Supplement p.* 9)



Gold Plaque Winners

Northwest Orient Airlines

Schlitz Beer

Budweiser Beer

Winston Cigarettes

Nescafe Instant Coffee

Ford Cars

Coca-Cola

Pepsi-Cola

RAB BUILDS

This year has brought with it more than the usual share of prophesies that 1960 will be one of well-being for radio. From many quarters the conviction is that when the final tallies are in, this year will see a substantial gain in billings and in total number of clients.

Contributing to this feeling is evidence that many agencies and advertisers are using radio in imaginative ways. In a growing number of cases—by no means a trend as yet—agencies are once again affording radio the creative treatment. Fresh ideas as to copy and media strategy are appearing in greater numbers.

At the source of this fountainhead of ideas is Radio Advertising Bureau Inc. Whether it be stimulating new uses of radio, or commissioning research projects to justify radio expenditures, or giving recognition to advertisers and their agencies that are using radio successfully, RAB continues to earn its stripes as the industry's sales promotion organization.

At its fifth annual National Radio Advertising Clinic, which was held March 31 and April 1 in New York and Chicago, respectively, the bureau once again created a workshop environment for the exchange and exposure of ideas on how to use radio. In presenting awards for the eight most effective commercials of 1959, the association also gave recognition to successful applications of the sound medium.

Gold record plaques for the winning commercials went to (there are no rankings): Northwest Orient Airlines (Campbell-Mithun Inc.); Schlitz Beer (J. Walter Thompson Co.); Budweiser Beer (D'Arcy Advertising Inc.); Winston Cigarettes (William Esty Co.); Nescafe Instant Coffee (William Esty Co.); Ford Cars (J. Walter Thompson Co.); Coca-Cola (McCann-Erickson Inc.), and Pepsi-Cola (Kenyon & Eckhardt Inc.).

These national awards are chosen on the basis of a questionnaire survey sent to leading agency, advertiser and broadcast executives. Periodically throughout the year, RAB also makes similar presentations to regional advertisers.

At the NRAC, the bureau provided a springboard by which five major advertisers could explain how each used radio and why. The advertisers were: The Mennen Co., Northwest Orient Airlines, American Bakeries Co., Cities Service Co. and John Morrell & Co.

Below is a two-part review of the major elements of the NRAC—the award-winning commercials and a capsule analysis of how the five advertisers use radio.

Here are the eight gold plaque winners:

NORTHWEST ORIENT AIRLINES:

(Jingle) Give wings to your heart. Your spirits soar. The Orient is calling you to Tokyo and Hong Kong, too. To the Orient by Northwest.

(Copy) To Japan and all the Orient, Northwest Orient Airlines cuts travel time by eight full hours. Flies the straight-line, short cut. Up to 2,000 miles shorter across the Pacific. And Northwest has now made more than 10,000 trans-Pacific flights. Fly with the airline that leads in Orient travel service. Call your travel agent or . . .

(Jingle) Northwest Orient Airlines.

SCHLITZ:

(Jingle) Know the real joy of good living. Move up to quality. Move up to Schlitz. Know the real joy of good living. Move up to quality. Move up to Schlitz. Refreshing Schlitz. The world's best selling beer at any price you pay. One of the finer things in life everyone can enjoy all day. Know the real joy of good living. Move up to quality. Move up to Schlitz.

(Copy) The joy of good living by Vic Damone. Treat yourself to one of the finer things of life. Move up and enjoy Schlitz quality today. Schlitz . . . the beer that made Milwaukeee famous.

RADIO SALES

BUDWEISER:

(Jingle) The story behind the label reads like an open book. The story of Bud.

(Copy) Have you read the label?

(Jingle) Sure.

(Copy) Have you read the label?

(Jingle) Sure. The story behind the label reads like an open book.

(Copy) It's right there on every Budweiser label. Seven proud words. Choicest hops, rice and best barley malts. The key to that remarkably satisfying Budweiser taste. The secret behind the wonderful refreshment of the king of beers.

(Jingle) Where there's life . . . there's Bud. Where there's life . . . there's Bud. Just read the label. That's all you do. The reasons will be plain to you. Budweiser beer is for folks who know.

(Copy) Read the label. Seems to me you have excellent reading taste. Read the label?

(Jingle) Sure.

NESCAFE INSTANT COFFEE:

(JINGLE)

Man: Two beans times two beans is four beans.

Gal: Nescafe uses lots more beans.

Man: 10 beans times four beans
And add three more beans

Duet: Make 43 rich coffee beans.

(Jingle) Yes, you get 43 beans in every cup of Nescafe
Real coffee beans—that's all there is in Nescafe.
43 beans in every cup make Nescafe
The all-coffee instant coffee
With the "let's have another cup" taste.

(Anncr.) Extra beans mean extra flavor. Today's Nescafe goes all the way for flavor with 43 choice beans in every cup. Tastes fresh, friendly, completely satisfying.
In today's Nescafe—the accent is on coffee.

(Tag) 43 beans in every cup make Nescafe
The all-coffee instant coffee
With the "let's have another cup" taste.

WINSTON:

(Jingle) Winston tastes good like a cigarette should. Because there's filter blend up front, up front ahead of the filter. And the flavor you get in a Winston cigarette comes from filter blend. Filter blend means fine tobacco. Filter blend up front. And the flavor you get in a Winston cigarette comes from filter blend.

(Copy) Filter blend is a mighty good reason for you to smoke Winston because it means tobaccos specially processed for filter smoking. A Winston secret. You get Winston's own pure white modern filter . . . plus the rich, delightful flavor of fine tobacco.

(Jingle) There's filter blend up front, up front ahead of the filter. And the fun you get in a Winston cigarette comes from filter blend and makes Winston taste good like a cigarette should. Winston tastes good like a cigarette should.

(*Supplement p.* 11)

RAB

FORD:

(Anncr.) Frank Sinatra and Rosemary Clooney for three new lines of Ford.
(Jingle) Sinatra: There's a big, wide wonderful world of new Fords
Clooney: Newly-proportioned for you Fords
Clooney & Sinatra: A beautiful, wonderful new world of Fords.
Clooney: First the new Ford line
Sinatra: Live a wondrous life in the Fords of a lifetime, the finest new Fords of a lifetime, the beautiful, wonderful new 60 Fords.
The new size Ford, the Falcon
Clooney: Falcon, the new size Ford Falcon. You'll find that the new size Ford Falcon's the easiest car in the wide world to own.
Sinatra: And the Thunderbird.
Clooney & Sinatra: Thunderbird, finest of fine cars, the last word, "Wish it were my car, the dream car of the wonderful new world of Ford."
(Anncr.) See them at your Ford dealer now.

COCA-COLA

(Jingle) Be really refreshed. Work and play at your best. Enjoy the refreshingest pause for a Coke. Ice cold Coca-Cola. Pause for a Coke. You'll love cold crisp taste when you're on the go. You get a lively lift with Coca-Cola so be really refreshed. Work and play at your best. Enjoy the refreshingest pause for a Coke. Ice cold Coca-Cola. Pause for a Coke.

PEPSI-COLA

(Anncr.) Pepsi-Cola presents—The Sociables at the Country Club.
(Jingle) (Be sociable)
She: Wonderful dance
(Look smart)
He: ...for the belle of the ball.
(Keep up to date with Pepsi)
She: Are you referring to me?
(Drink light refreshing Pepsi)
He: You've had six different partners.
(Stay young and fair and debonair)
She: But not one glass of Pepsi
(Be sociable)
He: Light, refreshing Pepsi...
(Have a Pepsi)
She: The sociable refreshment.
(Be sociable)
He: Let's dance our way to the Pepsi-
(Look smart)
She: And join the other Sociables.
(Keep up to date with Pepsi)
He: Mind if I sing?
(Drink light refreshing Pepsi)
She: Mind if I do?
(Stay young and fair and debonair)
He: Go ahead...it is our song.
Chorus: Be sociable—look smart. Keep up to date with Pepsi. Drink light refreshing Pepsi. Stay young and fair and debonair. Be sociable—have a Pepsi.

100 Leading Spot Radio Clients—1959

RANK	COMPANY	RAB-ESTIMATED SPOT RADIO NET EXPENDITURES—JANUARY-DECEMBER 1959
1.	*Ford Motor Co.	$7,280,000
2.	R. J. Reynolds Tobacco Co.	4,800,000
3.	Chrysler Corp.	4,129,000
4.	General Motors Corp.	4,115,000
5.	Anheuser-Busch Inc.	3,683,000
6.	Liggett & Myers Tobacco Co.	3,600,000
7.	P. Lorillard Co.	3,100,000
8.	The American Tobacco Co.	3,090,000
9.	Jos. Schlitz Brewing Co.	2,710,000
10.	Sinclair Refining Co.	2,500,000
11.	Carling Brewing Co.	2,000,000
12.	Thomas Leeming & Co.	2,000,000
13.	Bristol-Myers Co.	1,900,000
14.	Texaco Inc.	1,840,000
15.	Chesebrough-Pond's Inc.	1,670,000
16.	B. C. Remedy Co.	1,600,000
17.	Fels & Co.	1,600,000
18.	Beneficial Finance Co.	1,578,000
19.	Eastern Air Lines Inc.	1,500,000
20.	Northwest Orient Airlines	1,500,000
21.	Shell Oil Co.	1,500,000
22.	Plough Inc.	1,420,000
23.	Campbell Soup Co.	1,400,000
24.	Ralston Purina Co.	1,352,000
25.	American Airlines Inc.	1,311,000
26.	Continental Baking Co.	1,215,000
27.	Esso Standard Oil Co.	1,200,000
28.	The Firestone Tire & Rubber Co.	1,100,000
29.	Miles Laboratories Inc.	1,100,000
30.	Metropolitan Life Insurance Co.	1,070,000
31.	The Gillette Co.	1,059,500
32.	Sterling Drug Inc.	1,025,000
33.	Cities Service Co.	1,000,000
34.	Standard Brands Inc.	1,000,000
35.	Tetley Tea Co.	975,000
36.	The F. & M. Schaefer Brewing Co.	940,000
37.	Trans World Airlines Inc.	925,000
38.	Pharmaco Inc.	910,000
39.	**The Borden Co.	900,000
40.	Theo. Hamm Brewing Co.	900,000
41.	The Cream of Wheat Co.	850,000
42.	Clark Oil & Refining Corp.	820,000
43.	Corn Products Refining Co.	800,000
44.	Liebmann Breweries Inc.	800,000
45.	The Quaker Oats Co.	800,000
46.	Union Carbide Consumer Products Co...	800,000
47.	Studebaker-Packard Corp.	750,000
48.	J. A. Folger & Co.	735,000
49.	Falstaff Brewing Co.	730,000
50.	Shulton Inc.	720,000
51.	Time Inc.	720,000



Moving the National Radio Advertising Clinic from New York to Chicago on succeeding days was no mean task for (l to r): Robert Alter, manager, sales administration; Kevin Sweeney, president; Miles David, vice president & director of promotion, and Warren Boorom, vice president & the director of the member service.

The following is a capsule description of the way each of the five national advertisers, who expounded on their radio use at the NRAC, employ the medium:

Northwest Orient Airlines (Gordon M. Bain, vice president in charge of sales)—Uses heavy radio schedules covering about 40 U.S. cities. The company spends about $1.5 million in radio, using multiple stations to promote intensively flights that are "light."

Mennen Co. (William G. Mennen Jr., vice president and director of domestic sales and advertising)—This giant toiletries manufacturer has long been an advocate of radio advertising. Of particular interest at this time of the year, which Mr. Mennen detailed, was how the company's summer radio campaign of last year reportedly helped produce up to a 75 percent increase in sales for the products advertised. The summer campaign ran for 20 weeks in 75 key markets. Mennen spends about $590,000 a year in radio.

American Bakeries Co. (Robert Llewellyn, advertising manager)—The company recently invested in a special three-month radio campaign costing $500,000. It used a minimum of 80 spots a week in 31 key markets. Instead of the customary 30- and 60-second spots, American Bakeries' commercials included a number of full-length popular song adaptations, under the heading "Music to Sell Bread By." Because of favorable results and comments from grocers and consumers, the company is reportedly mapping plans for another, more extensive drive later this year. The firm spends about $515,000 a year in radio.

Cities Service Co. (Raymond C. Keck, advertising manager)—Spending more than $1 million in radio, the company uses the medium extensively in its 38-state marketing area. It employs the medium in periodic flights, usually of six weeks' duration, and often average 3,300 announcements a week over approximately 125 stations from the Atlantic to the Rockies.

John Morrell & Co. (F. J. Torrance, advertising director)—For its Red Heart dog food, Morrell puts the largest share of the product's ad budget in sound. RAB estimates that the radio expenditure is running at the rate of $560,000 a year. • • •

52.	Stanback Co.	715,000
53.	P. Ballantine & Sons	710,000
54.	Philip Morris Inc.	710,000
55.	General Foods Corp.	705,000
56.	Greyhound Corp.	700,000
57.	Pabst Brewing Co.	675,000
58.	The Florists' Telegraph Delivery Assn.	665,000
59.	General Cigar Co.	660,000
60.	Interstate Bakeries Corp.	660,000
61.	The Chattanooga Medicine Co.	650,000
62.	Langendorf United Bakeries Inc.	650,000
63.	W. F. McLaughlin & Co.	650,000
64.	Sun Oil Co.	625,000
65.	American Home Products Corp.	616,000
66.	Standard Oil Co. (Indiana)	610,000
67.	Phillips Petroleum Co.	605,000
68.	Household Finance Corp.	600,000
69.	General Mills Inc.	594,000
70.	The Mennen Co.	590,000
71.	Nestle Co.	590,000
72.	International Harvester Co.	583,000
73.	Foster-Milburn Co.	580,000
74.	Skelly Oil Co.	564,000
75.	John Morrell & Co.	560,000
76.	National Airlines Inc.	550,000
77.	Piel Bros.	550,000
78.	Seaboard Finance Co.	550,000
79.	Massey-Ferguson Inc.	535,000
80.	American Bakeries Co.	515,000
81.	Hills Bros. Coffee Inc.	510,000
82.	Wm. Wrigley Jr. Co.	500,000
83.	Burgermeister Brewing Corp.	495,000
84.	United Biscuit Co. of America	495,000
85.	Tea Council of the U.S.A. Inc.	484,000
86.	Lucky Lager Brewing Co.	475,000
87.	Duquesne Brewing Co. of Pittsburgh	455,000
88.	Canada Dry Corp.	450,353
89.	General Baking Co.	450,000
90.	The Bon Ami Co.	450,000
91.	American Motors Co.	435,000
92.	Paxton & Gallagher Co.	420,000
93.	S.S.S. Co.	415,988
94.	Duffy-Mott Co.	415,000
95.	Gulf Oil Co.	415,000
96.	The Pharma-Craft Corp.	415,000
97.	United Air Lines	415,000
98.	K.L.M. Royal Dutch Airlines	410,000
99.	The National Brewing Co.	410,000
100.	Associated Sepian Products	407,500

* Ford Motor Co. expenditure includes spot radio money spent by Ford's dealer organizations. Figures shown for other auto manufacturers reflect only "factory" outlays.

** Borden expenditure represents spot radio money for *food products* only.

Now from **GATES**

THE NEW SENSATIONAL Cartritape

The Cartridge Tape Unit You've Been Waiting For!





Cartritape . . . the tape transport and playback unit of an entirely new system, designed to give the advanced broadcaster the ultimate benefit from magnetic tape cartridges.

Cartritape . . . with reproduction quality equal to first rate professional tape equipment. While Cartritape will perform essentially all programming duties, it is especially suited for superb reproduction of announcements, production aids, themes, and the top tunes of the week.

Cartritape . . . offering split-second operation. Several Cartritape units may be cross connected to give completely automatic programming segments. This is the answer for those who desire interspersed automatic and live or manual programming from the same equipment. One switch converts a Cartritape system from manual to automatic (and vice versa) operation in a split second. The precision operation of Cartritape allows the unit to be stopped and started between syllables without noticeable wow. It also permits consistently tighter cueing on the start of any programming segment than can be obtained with other similar equipment.

The system includes, in addition to Cartritape the Recording Amplifier, 4-channel Switcher, Remote Panel and other accessory items.

Developed and manufactured *exclusively by Gates,* the Cartritape is an excellent partner for the famous Gates Spot Tape Recorder, where even greater versatility is desired.

For complete information, write today for Bulletin CT-603 . . . yours for the asking.

GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

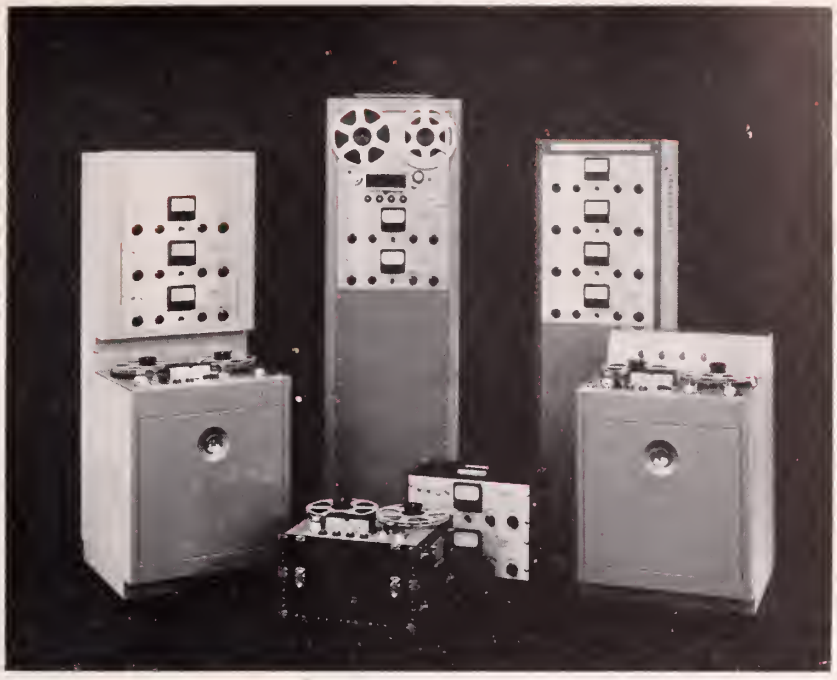
QUINCY, ILLINOIS

Offices in:
HOUSTON, WASHINGTON, D.C.

International division:
13 EAST 40th STREET, NEW YORK CITY

In Canada:
CANADIAN MARCONI COMPANY

HARRIS INTERTYPE CORPORATION



Radio Equipment On Display

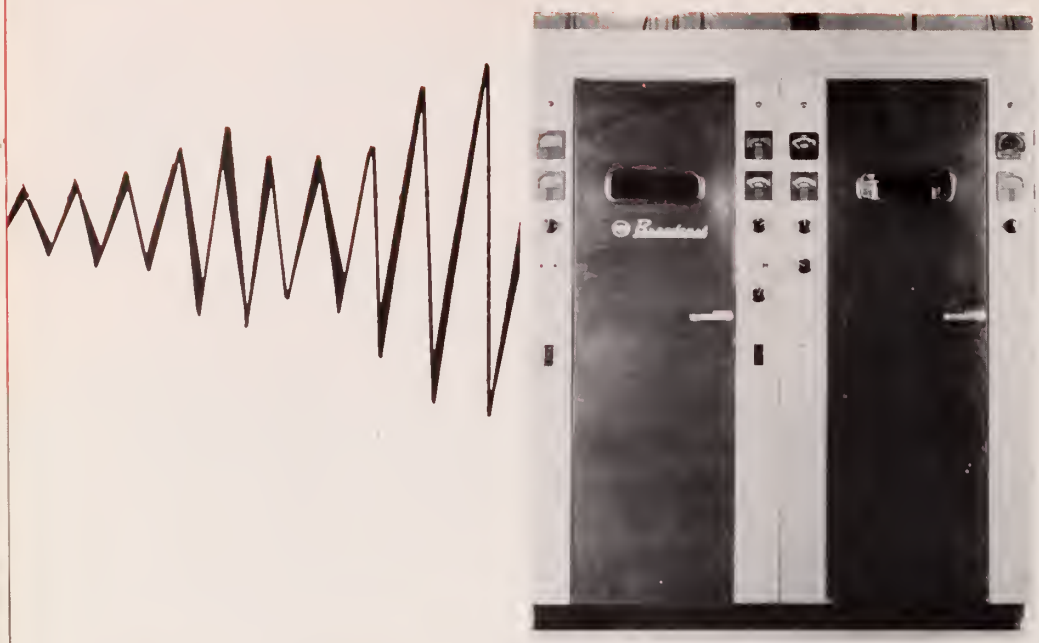
Smoother and more economical station operations for today and tomorrow are reflected in new equipment developments

Smooth and economical operation, new broadcasting techniques, development of a growing medium. Ways and means of achieving these three aims will be reflected in the equipment displays. Since the last Chicago meeting, manufacturers have made considerable strides in developing and improving equipment for more efficient automatic programming devices and systems, multiplexing equipment for stereophonic broadcasting and products for the expanding fm market. In addition to these areas, broadcasters visiting the displays of equipment will be able to find items developed to improve every phase of station operation.

The following is a report on equipment of interest to radio executives, as reported by these companies:

Gates Radio Co. is offering a full line of broadcasting equipment. One of the items being shown for the first time is the FM-10A 10,000 watt fm transmitter. The unit features a new development called "varia-line tuning," which is a method of tuning a single ended VHF amplifier. "A portion of a parallel plate transmission line," the company says, "is made variable to capacity tune the line to operating frequency. As a result, neither mica nor vacuum capacitors are needed in the tank circuit."

(*Supplement p.* 15)



Equipment On Display

Another new item found in the Gates display is the CB-77 12-inch turntable. A third product being shown for the first time is the M-5693 modulation monitor. Also on display will be the BC-5P-2 5,000 watt am transmitter with silicon rectifiers, and the BC-1T 1,000 watt am transmitter.

Having attracted considerable interest last year when it was introduced, Gates is again showing its ST-101 spot tape recorder. Accommodating 101 spot announcements on separate tracks, the device uses an indexing system to permit the selection of the proper announcement by the number listed in the program log or script.

One of the leaders in the tape field, the **Ampex Corp.**, is exhibiting its Model 351 professional recorder in portable, rack and console mountings, and the Model 300 master recorder. The firm has devised a "torture test which will illustrate the ruggedness of the equipment." Also on display is a set of recorder heads which have been used 40,000 hours to demonstrate the long life of these precision parts.

Backing up its opinion that ". . . the most significant development in radio equipment this year will be product support of the national trend to stereo broadcasting," Ampex is showing its new Model 352-2/4, a stereo reproducer which plays two-track and four-track tapes.

Collins Radio Co. believes that the industry's growing acceptance of automation will again be demonstrated at the convention. Therefore, the manufacturer has made "marked advances" in the development of completely automated program equipment. In addition to the automatic devices, Collins is also displaying a complete line of broadcast equipment. This includes a 1,000 and 5,000 watt am transmitter, a dual channel studio console, a variety of microphones, custom phasing equipment, turntables, among others.

A variety of new pieces of broadcasting equipment is to be found in the exhibit of the **Radio Corporation of America.** One of the new items is a 1,000 watt fm transmitter. Unit includes a standard fm exciter and a single tube power amplifier. It can be expanded to higher power and adapted to be used for a multiplex operation. Also on display is a new 5 kw am transmitter type BTA-5T. According to the company, this "high efficiency transmitter includes a power amplifier that operates at 90 percent of efficiency as compared to the usual 70-75 percent efficiency rating."

Other products being shown include a new velocity microphone, a new all-transistor monitor amplifier and an fm antenna. A new model professional tape recorder is scheduled to be exhibited for the first time. Part of the display shows an operating radio station, featuring an automatic turntable and magnetic disc recorder.

General Electronic Laboratories Inc. is focusing its attention on the growing needs of the fm market. The firm's display has been built around 15,000 and 1,000 watt fm transmitters with fm multiplex exciters. Packaged in a cabinet, the system includes the main channel exciter, a subchannel generator and the power supply, thus making a completely integrated unit.

Tower obstruction lighting equipment is found in the display of **Hughey & Phillips Inc.** According to the firm, the exhibit is featuring new tower lighting isolation transformers. Also to be seen are tower light control and alarm units for unattended microwave relay stations, combination photoelectric control and beacon flasher units, beacons, obstruction lights and various control units.

An actual omni-directional, horizontally polarized antenna for fm stations will be shown by the **Jampro Antenna Co.** According to the manufacturer, the radi-

(Cont'd on p. 60)

Take four... from RCA Recorded Program Services

1 2 3 4

The Automotive Sales Library
New and unique: a powerful radio commercial campaign designed to tap the largest source of local radio revenue —new and used car dealers —plus every other business associated with automobiles. In the package: over 700 lead-ins, spots, and "featurettes," including hints for car-owners, and informative sell-spots on every make of used car from 1954 through 1959.

Thesaurus Musical Library
Now in preparation: a series of 200 L.P.'s containing 2000 selections—all specially programmed for 15-minute broadcasts. These selections are the cream of the Thesaurus music library and new releases added monthly keep you right up-to-date.

The Jackie Robinson Show
An exciting new five-minute radio series starring one of the nation's most dynamic sports personalities, and his big-name guest stars (such as Ed Sullivan, Don Drysdale, and Johnny Mathis) with anecdotes of great sports events. Audition "Jackie Robinson's Sports Shots." It's available for sponsor presentation now.

Thesaurus Commercial Library
A low-cost, high-potential commercial radio service that gives local stations the big-time sound. The Library consists of commercial campaigns, station promotion IDs, singing jingles, etc., and each month new additions are made to keep you on top in the solid-selling Sixties.

At the NAB Convention: Get the full details on these and other Thesaurus features in Suite 600 of the Conrad Hilton.

RCA RECORDED PROGRAM SERVICES

New York, Chicago, Atlanta, Dallas, Nashville, Hollywood



Equipment On Display

(Cont'd from p. 58)

ator may be stacked into bays to provide extremely high radiated power. The antenna is said to be matched out to 50 ohms, and is non-reactive at the operating frequency. Since more than three-quarters of an inch of ice can create a detrimental VSWR change, automatic de-icers are available for installation inside the radiating elements where more icing is encountered. The manufacturer states that the temperature phase is uniform. "This, combined with the lower VSWR of the elements, makes the antenna ideal for multiplexed fm stations."

Programatic Broadcasting Service is showing its complete package of equipment designed for automatic radio programming. Representatives will be offering demonstrations of how the system operates under a variety of circumstances.

Latest models in the Spotmaster line of tape cartridge recording and playback units are on display at the **Broadcast Electronics** exhibit. The equipment makes use of continuous loop tape cartridges and electronic pulse cueing "to fill the need for tight programming of spot announcements."

Automation devices are the feature attraction at the **Schafer Custom Enginering** display. Included are various pieces of remote control equipment, and a tape cartridge recorder and playback unit.

Standard Electronics is displaying a wide variety of broadcasting equipment, with the emphasis on fm station requirements. Among the items being shown are a new 250 watt fm transmitter for stereo or multiplex broadcasting, a replacement modulator designed to modernize older fm transmitters so that they can be used for stereo and multiplex, an audio console, a 10 kw fm amplifier and transmitter, among others.

The Bauer Electronics Corp. display will consist of a new 1,000 250 watt am broadcast transmitter, and a pictorial display of the firm's new 5 kw am broadcast transmitter. The 1000 watt transmitter, model 707, is designed as a kit, making it possible for the broadcaster to assemble the unit himself.

Fm broadcast transmitters, multiplex equipment, remote control units and STL receivers make up the display at the **Industrial Transmitters & Antennas** exhibit. The firm reports that it has redesigned its complete line of fm transmitters and ". . . features self-neutralization and standard parts." It expects to develop high power fm transmitters, up to 50 kw, in the near future.

Visual Electronics Corp. will have a large display featuring the latest broadcasting equipment of the various manufacturers who sell their products through the firm's sales organization. The am equipment shown includes transmitters and remote control systems, an audio console, microphones, monitors and tape recorders. Fm equipment is represented by transmitters and multiplex exciters, background music tape players and multiplex receiver equipment.

An all-am stereo system is the highlight of the **Kahn Research Laboratories** display. Called the STR-59-1A stereo exciter-driver system, it is said to ". . . permit compatible stereo broadcasts over a single am transmitter and true stereo reception on two standard am receivers. Using any standard am transmitter, the Kahn exciter-driver develops a full carrier and two independent sidebands, each modulated by the two stereo channels." Also on display will be the compatible single-sideband model CSS-55-1A, which is said to double effective transmitter power, improve audio fidelity and reduce adjacent and co-channel interference.

Utility Tower Co. is showing a complete line of radio towers and accessories. The newest product on display is the 170 knock-down type tower of bolted angle-iron construction. It comes in 10-foot sections, making it simple and economical to ship.

Electronics Applications Inc. has an exhibit of a variety of broadcasting aids. Some of the products being shown include a turntable, a wireless microphone system, a portable tape recorder, studio and field microphone stands, fm operations relay receivers and a peak volume indicator system.

A line of am and fm equipment is on display at the **Continental Manufacturing Inc.** exhibit. Included are fm multiplex receivers, fixed frequency receivers, custom designed receivers and monitors. There are also a line of audio amplifiers, am and fm tuners, stereo amplifiers and radio intercom systems. • • •

BIG 6 FOR '60

6 modern approaches to one old broadcasting problem: *finding the right music at the right price.*

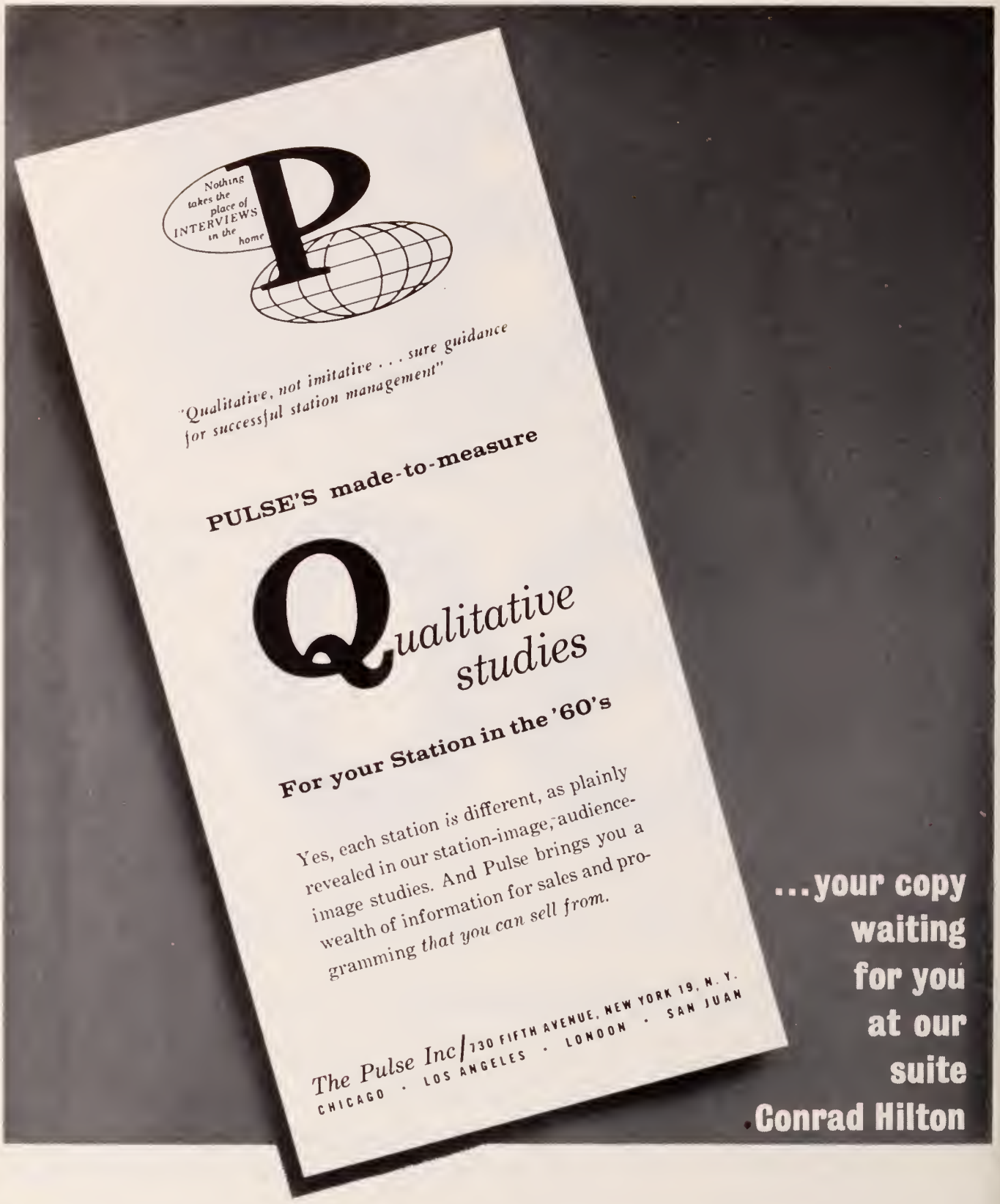
SESAC RECORDINGS announces the new all-LP music Program Service, brilliantly produced on hi-fi recordings and featuring the great names of the industry. Six different purchase plans to choose from. Outright ownership. Your choice of albums. New releases.

Popular, jazz, classical, country and western, religious, band music, and the **"DRUMMERS"*** – SESAC's all-new recorded sales starters, station promos and production spots.

To see and hear and learn about the Big Six purchase plans, visit the SESAC Hospitality Suite 1206A at the Conrad Hilton Hotel during the 1960 NAB Convention.

* Trademark

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Impressive documentation of newest qualitative research • • • for Television and Radio Stations, Advertisers and Agencies

EXHIBITOR	HOTEL	SUITE	COMPANY REPRESENTATIVES
Equipment			
Ampex Corporation	Conrad Hilton	Exhibition Hall Space 32	Neal K. McNaughten, Tom Davis, C. R. Paulson, Warren Anderson, Jack Hauser
Bauer Electronics	Conrad Hilton	North Hall Space 38N	Fritz Bauer, Paul Gregg, Duncan Peckham
Caterpillar Tractor	Conrad Hilton	Lower Level Lobby Sp. 36	C. U. Stone, R. V. Bradley, D. E. Shoupp, B. P. Bessert
Collins Radio	Conrad Hilton	Exhibition Hall Space 34	E. S. Cagnon, H. O. Olson, B. V. Hite, E. G. Randolph, J. M. Haerle, J. H. Speck, C. P. Glade, T. W. Sharpe, J. F. Stanbery, F. P. Wallace, G. M. Bergmann, L. H. Leggett, R. N. Edwards
Continental Electronics	Conrad Hilton	Exhibition Hall Space 33	James O. Weldon, W. M. Witty, Thomas B. Mosley, Mark W. Bullock, Vernon Collins, Richard P. Buckner, Ray Tucker
Electronic Applications	Conrad Hilton	Exhibition Hall Space 6	John Costello, Truus M. Skee, Vincent J. Skee
Gates Radio	Conrad Hilton	Exhibition Hall Space 2	P. S. Gates, L. J. Cervone, Ed Wilder, N. L. Jochen, J. R. Price, Gene Edwards, Tom Humphrey, Franz Cherny, Frank Grasett, Robert Hallenbeck, Wallace Warren, Abe Jacobowitz, Stanley Whitman, Joe Engle, Reck Morgan, Richard Spruill, W. Moats, London England, Urlin Whitman
General Electric	Conrad Hilton	Exhibition Hall Space 31	R. L. Casselberry, Harold B. Towlson, J. Wall, C. J. Simon, C. H. Jensen, A. F. Carl, M. R. Duncan, C. H. Lake
General Electronic Laboratories	Conrad Hilton	Exhibition Hall Space 35	Victor W. Storey, B. T. Newman, Sal Fulchino, Paul Day
Hughey & Phillips	Conrad Hilton	Exhibition Hall Space 30	H. V. Claeson, J. H. Ganzenhuber, H. J. Geist, R. L. Lang, F. J. Little, Jr.
Industrial Transmitters & Antennas	Conrad Hilton	Exhibition Hall Space 11	Bernard Wise, Eliot Baker, Clyde Heck, Sr., Stanley Friedman, Robert Jordan
Kahn Research Laboratories	Conrad Hilton	Exhibition Hall Space 5	Leonard R. Kahn, Kenneth B. Boothe
Minneapolis Honeywell	Conrad Hilton	Exhibition Hall Space 10	George W. McKnight, Gustave Ehrenberg
Minnesota Mining & Mfg.	Conrad Hilton	North Hall Space 40N	D. E. Denham, W. H. Madden, D. T. Windahl, C. L. Alden, B. A. Holmberg
Radio Corporation of America (Industrial Electronics Products)	Conrad Hilton	Exhibition Hall Space 21	T. A. Smith, C. H. Colledge, A. F. Inglis, M. A. Trainer, E. N. Luddy, E. C. Tracy, V. E. Trouant, D. Pratt, P. Bergquist, P. A. Greenmeyer, E. T. Griffith, J. E. Hill, W. B. Varnum, R. B. Houston
Radio Corporation of America (Tube Division)	Conrad Hilton	Exhibition Hall Space 21	H. C. Vance, J. E. Kelly, R. E. Johnson, R. E. Lawrence, G. Dymacek
Sarkes Tarzian	Conrad Hilton	Exhibition Hall Space 18	Biagio Presti, Dan Meadows, Neff Cox, Jr., Wendell Fuller, Gene Keith, Nubar Donoyan, Henry Cronin, Sarkes Tarzian
Schafer Custom Engineering	Conrad Hilton	Exhibition Hall Space 14	Paul C. Schafer, R. Paul Comstock, Jr., Tom Magowan, James Brown, Jaye Smith
Standard Electronics	Conrad Hilton	Exhibition Hall Space 28	W. H. Zillger, J. T. Campbell, Reed Haythorne, Jimmy Evans, A. R. Taylor, Joe Ewansky
Tower Construction	Conrad Hilton	Exhibition Hall Space 6	M. M. Lasenky, C. A. Wright, G. S. Chesen, A. C. Tilton

(Cont'd on p. 66)

THANKS...FOR HELPING US

Yes...thanks to you...
our advertisers...for the
tremendous progress
of U. S. RADIO.

Today, U. S. RADIO carries more radio advertising in an average issue than that of any other similar magazine in the field, with figures mounting all the time.

This has a two-fold significance. One, it goes without saying that revenue is a mandatory factor in the growth of any enterprise. We're no exception. Two, and just as important, is the total impact this radio advertising has enabled us to create for the whole field of radio. When a man picks up a magazine, he looks at two things, editorial content *and* advertising. Both together create the impact for the field; in our case, for radio.

We pegged our future on the basic concept that radio is separate, distinct and competitive. One ad dollar cannot go to radio and TV or any other medium. Radio must stand alone and fight for its share. And U. S. RADIO now penetrates into every nook and cranny of the industry.

Predictions for radio in the months ahead are most optimistic. The future of radio looks mighty bright; and you can rest assured U. S. RADIO will continue to give *radio* unprecedented trade magazine support.

NETWORKS & GROUPS

ABC
Balaban Stations
Bartell Stations
CBC
CBS
Colorado Net
Concert Net
Corinthian Stations
Crosley Broadcasting
Crowell-Collier
Farm & Home Radio
Georgia Negro Group
Good Music Broadcasters
Intermountain
Keystone Broadcasting
McLendon Ebony
McLendon Stations
Meredith Group
MBS
NBC
OK Group
Plough
QXR Network
Star Stations
Storer Broadcasting
Storz Stations
Telebroadcasters
Transcontinent
Triangle Stations
Westinghouse Broadcasting
Yankee Network

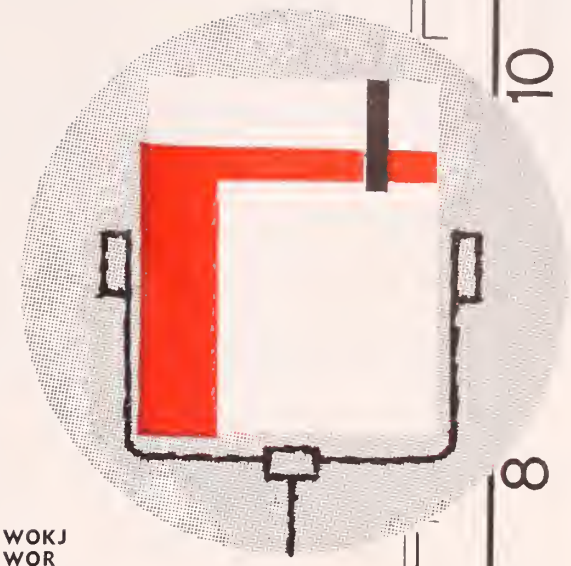
STATION REPRESENTATIVES

All Canada
Avery-Knodel
Chas. Bernard
John Blair
CBS Spot
Robert E. Eastman
H-R
Katz Agency
Daren McGavren
NBC Spot
Edward Petry
Peters, Griffin, Woodward
Radio-TV Reps
Weed & Co.
Adam Young

EQUIPMENT & SERVICES

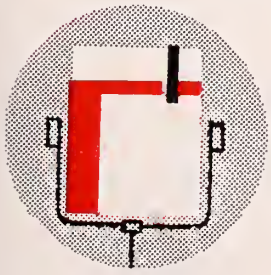
Ampex
BMI
Collins
Commercial Recording Corp.
Community Club
Futursonic Prod.
Gates Radio
Harry Goodman
Robert Hall
Housewives Protective League
Hughey & Phillips
Lang-Worth
Pulse
Programatic
Radio Press
Radio Recorders
RCA Equipment
RCA Thesaurus
SESAC
Standard Electronics
SRDS
Standard Radio Transcription
Richard H. Ullman Inc.

MEASURE UP



RADIO STATIONS

CKLW	KOBY	WCCO	WHO	WOKJ
KAKC	KOCY	WCFL	WIBB	WOR
KANB	KOKE	WCHB	WIBG	WOW
KBHS	KONO	WCLS	WIBW	WOWO
KBIG	KOSI	WCOL	WICC	WPAT
KCBS	KPOA	WCUE	WICE	WPBC
KCMO	KPRC	WDAK	WIL	WPDQ
KDKA	KPRS	WDAS	WIND	WPTF
KDWB	KQV	WDAY	WING	WPTR
KDUO	KRMG	WDBJ	WINN	WRBL
KEWB	KSAN	WDIA	WINS	WRC
KEX	KSD	WDSU	WIP	WRCV
KFAC	KSDO	WEBB	WIS	WREN
KFAL	KSO	WEBC	WISN	WRFD
KFMB	KSON	WEEI	WIST	WRFM
KFWB	KTOK	WEEP	WITH	WRIT
KGB	KTRE	WEJL	WJAG	WRVA
KGFJ	KTRH	WERE	WJBK	WSAI
KGNC	KWBB	WFAA	WJDX	WSB
KHFI	KWFT	WFBM	WKJF	WSBT
KHOW	KWK	WFHR	WKLO	WSGN
KIMN	KXOK	WFIL	WKMI	WSM
KIOA	KXOL	WFMF	WKNX	WSPD
KISN	KYW	WGAR	WKY	WSUN
KITT	WAAB	WGBF	WLIB	WTAC
KIXZ	WALT	WGBS	WLS	WTIC
KJOE	WAMO	WGH	WLW	WTOP
KLIF	WANN	WGN	WMAQ	WTXL
KLZ	WBAL	WGR	WMAY	WVET
KMA	WBAP	WGY	WMAZ	WVOK
KMBC	WBML	WHAT	WMBD	WWDC
KMMJ	WBNS	WHBF	WMBR	WWJ
KMOX	WBNY	WHBQ	WMIL	WWRL
KMPC	WBT	WHDH	WMOZ	WXLW
KNOK	WBZ	WHIO	WMPS	WXYZ
KNUZ	WCAR	WHK	WNAX	WZOK
KOA	WCAU	WHLI	WNEW	



U. S. RADIO

the monthly magazine devoted 100% to radio advertising

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radio

EXHIBITOR	HOTEL	SUITE	COMPANY REPRESENTATIVES
Utility Tower	Conrad Hilton	Exhibition Hall Space 4	C. E. Nelson, Jerry Nelson, V. G. Duvall, Nathan Sholar
Visual Electronics	Conrad Hilton	Exhibition Hall Space 27	James Tharpe, Pat Gallagher, Bert Kupperman, Cecil Grace, Felix Bonvouloir, Wayne Marcy
Networks			
ABC Radio	Conrad Hilton	2320-25	Leonard H. Goldenson, president of AB-PT Alfred Schneider, vice president in charge of administration Edward J. DeGray, president of ABC Radio Thomas Moore, vice president in charge of programming Julius Barnathan, vice president for affiliated stations Stephen Riddleberger, vice president for owned and operated stations Earl Mullin, national director of radio relations James Riddell, vice president in charge of Western division
CBS Radio	Conrad Hilton	1806	Arthur Hull Hayes, president James Seward, executive vice president Howard Barnes, vice president in charge of network programs W. Thomas Dawson, vice president in charge of advertising and promotion Jules Dundes, vice president in charge of station administration William H. Brennan, Jr., Western division manager of affiliate relations Sid Garfield, director of press information Edward E. Hall, administrative manager of affiliate relations Eric H. Salline, national manager of affiliate relations Milton F. "Chick" Allison, vice president and general manager CBS Spot Sales
Keystone	Conrad Hilton	904-6	Sidney J. Wolf, president Edwin R. Peterson, senior vice president Richard E. Peterson, Jr., general manager, Detroit office John Hartigan, account executive
Mutual	Conrad Hilton	2306	Albert G. McCarthy, Jr., chairman, executive committee Robert F. Hurleigh, president Albert G. McCarthy, III, secretary-treasurer Charles Godwin, vice president, station relations Frank Erwin, assistant to the president Charles King, station relations director Ray Diaz, director, sales development Peter Brandon, station relations executive Hal Gold, director of public relations
NBC Radio	Sheraton-Blackstone	508	William K. McDaniel, executive vice president George A. Graham, Jr., vice president Albert Capstaff, vice president
Representatives			
Avery-Knodel Inc.	Sheraton-Blackstone	1108-09	Philip Schloeder, John J. Tormey, Thomas J. White, J. W. Knodel, Roger O'Sullivan, Hub Jackson, Albert W. Oberhofer, Raymond Neihengen, Stuart Mackie, Bill Harms, Bob Kalthoff, Charles C. Coleman
Charles Bernard Co.	Ambassador East		Charles Bernard
Blair & Co.	Drake		John Blair, Arthur McCoy, Edward Shurick, Richard Foote
Bolling Co.	Conrad Hilton	1100	G. W. Bolling, G. William Bolling, Dick Swift, Mort Barrett, Bob Alexander
The Branham Co.	Conrad Hilton		Joseph Timlin, Fred Weber, George Harding, Jack Henderson, Thomas Campbell, Eugene F. Corcoran, Lewis Greenberg, John Murphy, Dudley Brewer, Robert Mason, Thomas Whitsen, Ted Giovan
Henry I. Christal	Conrad Hilton	1306	Henry Christal, Irvin Gross, Philbin Flanagan, Neil Cline
Robert E. Eastman	Executive House	2704	Robert E. Eastman, Joseph Cuff, James Fuller, Richard Arbuckle, George Dubinetz, Dale Stevens

(Cont'd on p. 68)



Here's black and white proof of the full coverage you get with RADIO HUCKSTERS and AIRLIFTS from LANG-WORTH

APPAREL AND ACCESSORIES
Clothing
Furs
Hats
Shoes

ATTENTION GETTERS — TAGS
Attention Getters
Kibitzers
Names and Words
Pre-Commercial Announcements
Tags

AUTOMOTIVE
Automobile
Garages
Gasoline
Service Station
Tires
Trailers

CALENDAR EVENTS
Anniversaries
Back to School
Birthdays
Brides
Christmas
Elections
Father's Day
Graduation
Mother's Day
New Year
Vacation
Valentine

DINING AND LODGING
Motels, Hotels
Restaurants

DRUGS AND SERVICES
DRUG STORES
Brand Names
Cosmetics
Guaranteed
Medicine
Prescriptions
Quality
Vitamins

FAMILY FINANCIAL SERVICES
Banks
Credit
Credit Union
Insurance
Investments
Loans
Real Estate
Savings & Loan

FARM EQUIPMENT/SERVICE
Equipment
Supplies

FOOD AND BEVERAGE
Bakeries
Beer
Dairies
Fruit Vegetable
Grocery
Poultry
Soft Drink
Super Markets

FURNISHINGS AND APPLIANCES
Appliances
Drapes & Curtains
Floor Covering
Furniture

GIFTS AND GLAMOUR
Beauty Salon
Florists
Gifts
Jewelry
Slenderizing
Toys

HOME IMPROVEMENT
Builder's Supplies
Do-It-Yourself
Garden
Hardware
Paint & Wallpaper
Screens & Storm Windows

PERSONAL SERVICES
Car Rental
Cleaners
Employment
Laundries
Moving & Storage
Photographer
Radio-TV Repairs

PLUMBING AND HEATING
Air Conditioning
Heating

SPECIAL SALES
Dollar Day
Sale

SPORTS AND ENTERTAINMENT
Baseball
Fairs
Football
Golf Course
Hobbies
Music/Records
Nite Life
Sporting Goods
Swimming
Theaters

STATION AIDS
Fanfares
Instrumentals
Public Service
Reggie Frobisher
Safety
Sandy The Scotsman
Sound Effects
Station Breaks
Themes
Time Signals
Toni Taylor
Weather

STORE/PRODUCT PROMOTIONS
Any Product
Any Store
Business Names
Department Stores
Group Sales Promotion #1
Shopping Centers

***Call for* RADIO HUCKSTERS *and* AIRLIFTS *from* LANG–WORTH FEATURE PROGRAMS, INC.**
1755 Broadway, New York 19, New York, JU 6-5700

EXHIBITOR	HOTEL	SUITE	COMPANY REPRESENTATIVES
Forjoe & Co. Inc.	Conrad Hilton		Mort Bassett
Gill-Perna Inc.	Conrad Hilton	1300	Helen Gill, John J. Perna, Jr., Walter Beadell, John B. Shelton, Don Dalton, Dan Bowen, Allan S. Young
H-R Representatives	Executive House		Frank M. Headley, Frank E. Pellegrin, James M. Alspaugh, Avery Gibson, Dwight S. Reed, French L. Eason
Headley-Reed Co.	Conrad Hilton	700	Bob Schmidt, John Wrath, Jack Hardingham
Geo. P. Hollingbery	Conrad Hilton	1600	George P. Hollingbery, F. Edward Spencer, Jr., Fred Hague, Harry Wise
Hal Holman Co.	Conrad Hilton	1023	Hal Holman
Jack Masla & Co.	Conrad Hilton		Jack Masla, Allan S. Klamer, Gene Gray
The Katz Agency	Executive House	3803	Eugene Katz, Edward Codel, Daniel Denenholz, Morris Kellner, Scott Donahue, Walter Nilson, H. J. Grenthot, Halsey V. Barrett
Darren F. McGavren Co.	Executive House		Darren F. McGavren, Ralph Guild
The Meeker Co.	Conrad Hilton	1700	Robert D. C. Meeker, Edgar Filion, Charles E. Standard, Robert Dudley, Carl Jewett, Martin Mills, Charles Compton, Robert Manning
John E. Pearson Co.	Executive House		John Pearson, Bob Flanigan, Jon Farmer
Peters, Griffin, Woodward Inc.	Sheraton-Blackstone		Lloyd Griffin, Russell Woodward, Robert H. Teter, John A. Thompson, Lona King, William J. Stubbs
Edw. Petry & Co. Inc.	Conrad Hilton	1400	Edward Petry, Martin Nierman, Ben Holmes, Bob Hutton, Bill Steese, Ed Voynow, Lou Smith, Joe Sierer, Hugh Kerwin, William Cartwright, George Ledell
Radio-TV Representatives	Conrad Hilton	1105-A 1106-A	Peggy Stone, Ed Nickey, Sy Thomas
Paul H. Raymer Co., Inc.	Executive House	3611	Paul Raymer, Fred Brokaw, Stuart Kelly, John W. Mulholland, James C. Rogers, Fred C. Norman
Venard, Rintoul & McConnell Inc.	Conrad Hilton	2100	Lloyd George Vernard, James V. McConnell, Howdee Meyers, Steve Rintoul, Al Torbet
Adam Young Inc.	Conrad Hilton	2200	Adam Young, Steven A. Machcinski, Jr., James F. O'Grady, Jr., Robert J. Lobdell, Edward A. W. Smith
Services			
Associated Press			Oliver Gramling, Tom Stuetzer, Al Stine, Frank Stearns, Jim Smith, Tom Pendegast, Lewis J. Kramp
Balaban Stations	Conrad Hilton		John F. Box Jr., Bill McKibben, Stanley Kaplan, Parker Daggett, Bernie Strachota, Joseph Wolfman, Lloyd George, Earl Burnam, Michael Ruppe, Victor Williams, Peter Farrelly, Ralph Ingraham
Community Club Services Inc.	Conrad Hilton	2106	John Gilmore, Bill Carpenter, Len Hornsby, Phil Peterson, Russ Hudson, Marty White
Harry S. Goodman Productions	Conrad Hilton	1105A-1106A	Harry S. Goodman, Everett Goodman, Syd Robbins, Peggy Stone, Ed Nickey, Si Thomas
Lang-Worth Feature Programs Inc.	Conrad Hilton	2506	John D. Langlois, C. O. Langlois, Jr., Hugh S. Allen, Jr., E. K. Gardiner, R. O. Boehmer, John F. Tallcott
A. C. Nielsen Co.	Conrad Hilton	1000	John Churchill, Bill Wyatt, Ben Wilson, Jim Shoemaker, Carroll Carter, Bill Ahrbeck, Henry Rhamel, George Baillie, Wynn Bussmann, Ed Evans, Dave Taylor, George Blechta, Bill Ryan, Erwin Ephron, Bill Weseloh, George Ralph
Programatic Broadcasting Service	Conrad Hilton	605	J. W. Roberts, Davin Bain, John Esau, Leonard Scholl, Robert Prater, Robert Fender, Gus Weber

(Cont'd on p. 70)



...with audience among top 10 in America!...and first in Cincinnati!

For 38 years now, WLW has been one of the Radio leaders of the Country. WLW consistently rates among the top 10 largest audiences of the more than 3500 Radio Stations in America. And WLW also has the largest audience of any Cincinnati Radio Station.

These WLW spectaculor audience rotings are due to two important factors:

1. *The WLW World's Highest Fidelity AM transmission*—developed exclusively by Crosley Broadcosting engineers.

2. *The WLW programming*—o concept of programming with broad audience oppeal, especially in music, informotion and news.

So when buying Radio time, call your WLW representative. You'll be glad you did!

WLW AUDIENCE SUMMARY DATA

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION.....Per Week.....

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

In addition, WLW delivers more than 174,000 homes outside of these areas on a daily basis.

WLW Radio—one of the *dynamic* WLW Stations! Crosley Broadcasting Corporation, a division of **Avco**

EXHIBITOR	HOTEL	SUITE	COMPANY REPRESENTATIVES
Pulse Inc.	Conrad Hilton	2106A	Allen Klein, George Sternberg, Richard Roslow, Phyllis Roslow
Radio Advertising Bureau	Conrad Hilton	1524	Kevin Sweeney, Miles David, Warren Boorom, Robert Alter, Pat Rheaume, Maurice "Doc" Fidler
RCA Recorded Program Services	Conrad Hilton	600	Irwin Tarr, Emmett B. Dunn, Edward H. Kelly, Ben Selvin
SESAC Inc.	Conrad Hilton	1206-A	Alice Heinecke, E. S. Prager, W. F. Myers, Sidney Guber, Harold Fitzgerald, Edward Cooney, Glenn Ramsey, Frank Watkins, Keith Miller
United Press	Conrad Hilton	500	W. C. Fayette, W. R. Higginbotham, R. W. Beaton, H. C. Thornton, Gene Gillettee, Don Brydon, Dean Miller, R. M. McFarland, C. E. Allen
World Broadcasting Inc.	Conrad Hilton	1900	Jim Weathers, Robert Monroe, John Murphy, Dick Crane
Trade Publications & Assoc.			
Advertising Age	Conrad Hilton	1306A	
Broadcasting	Conrad Hilton	706A	
Printers Ink	Conrad Hilton	706	
Radio Television Daily	Conrad Hilton	906	
Sponsor	Conrad Hilton	1106	
SRDS	Conrad Hilton	1705A	
Television Age	Conrad Hilton	1606	
Television Bureau of Advertising	Conrad Hilton	819	
Television Magazine	Conrad Hilton	2506A	
U.S. Radio	Conrad Hilton	923	
Variety	Conrad Hilton	806A	

HISTORY OF NAB CONVENTIONS

MON.—YR.	CITY
Oct. 1923	New York
Sept. 1924	New York
Sept. 1925	New York
Sept. 1926	New York
Sept. 1927	New York
Oct. 1928	Washington
Nov. 1929	West Bend, Ind.
Nov. 1930	Cleveland
Oct. 1931	Detroit
Nov. 1932	St. Louis
Oct. 1933	White Sulphur Springs
Sept. 1934	Cincinnati
July 1935	Colorado Springs
July 1936	Chicago
June 1937	Chicago
Feb. 1938	Washington
July 1939	Atlantic City
Aug. 1940	San Francisco
May 1941	St. Louis
May 1942	Cleveland
April 1943	Chicago
Aug. 1944, NAB Executive War Conference	Chicago
Jan. 1945, NAB War Conference	Los Angeles
Oct. 1946	Chicago
Sept. 1947	Atlantic City
May 1948	Los Angeles
April 1949	Chicago
April 1950	Chicago
April 1951	Chicago
March 1952	Chicago
April 1953	Los Angeles
May 1954	Chicago
May 1955	Washington
April 1956	Chicago
April 1957	Chicago
April 1958	Los Angeles
March 1959	Chicago
April 1960	Chicago

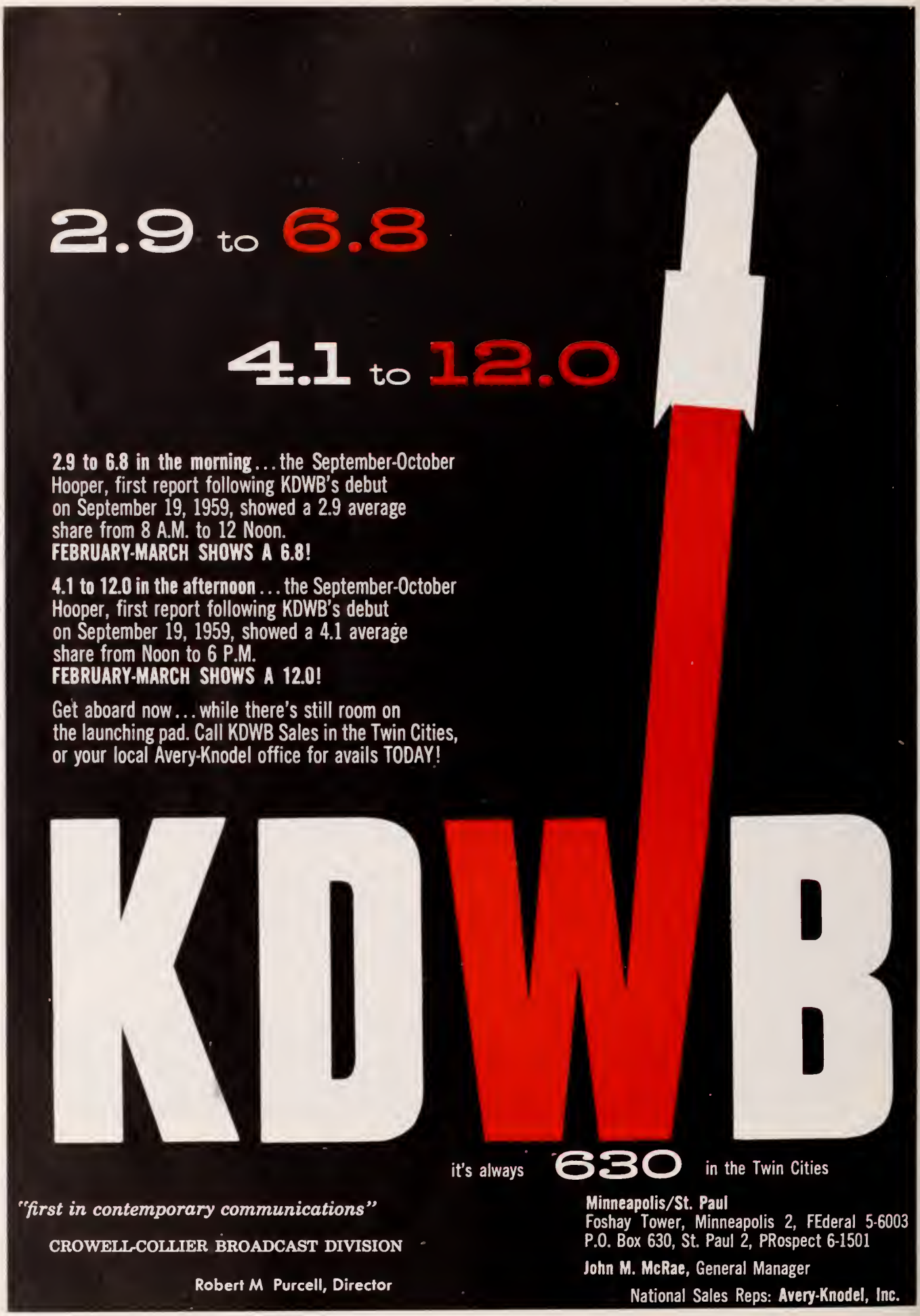
We of BMI *are proud to receive this honor...*



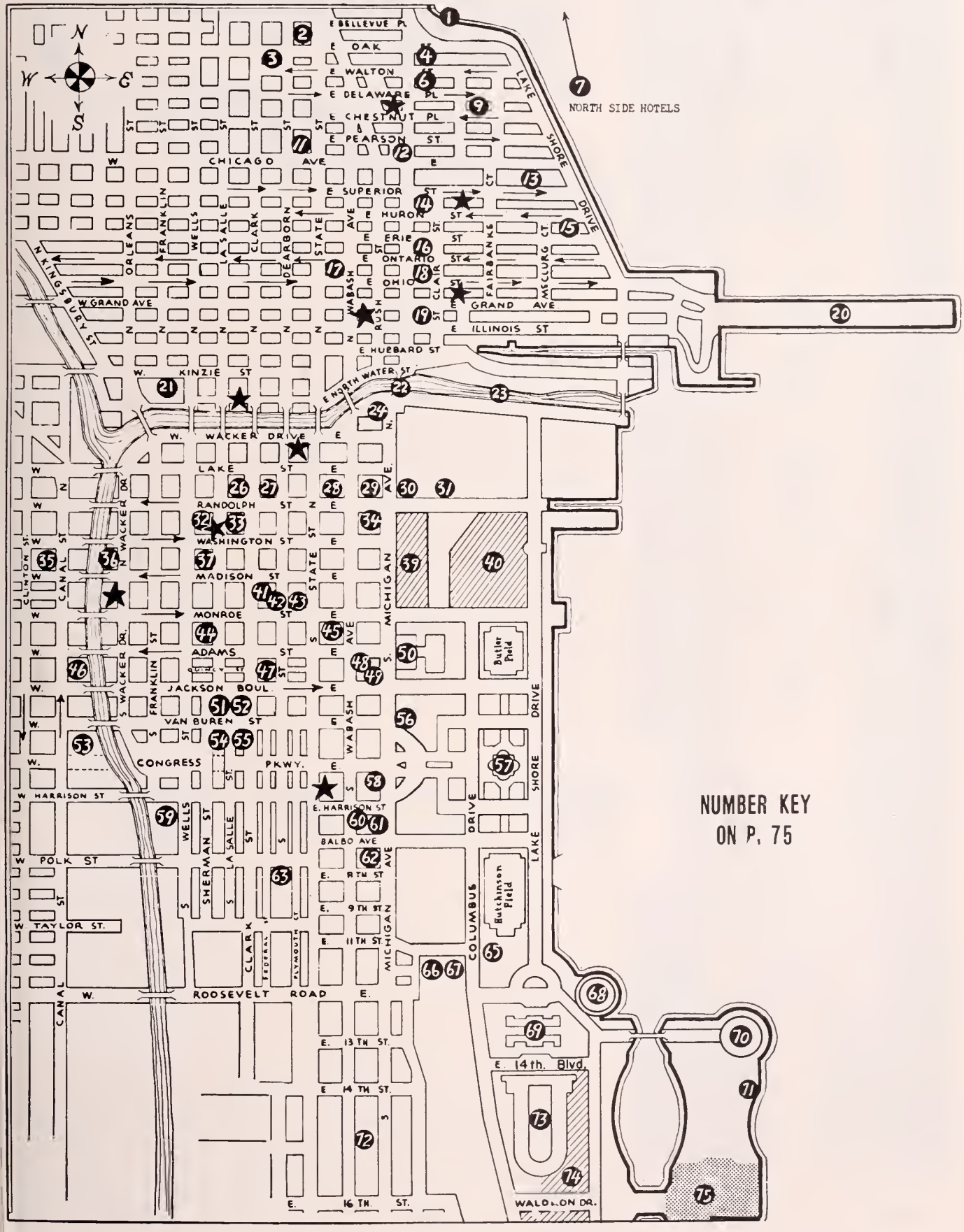
BROADCAST MUSIC, INC.

589 Fifth Avenue • New York 17, N. Y.

BMI
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1940
1960


2.9 to 6.8
4.1 to 12.0
2.9 to 6.8 in the morning... the September-October Hooper, first report following KDWB's debut on September 19, 1959, showed a 2.9 average share from 8 A.M. to 12 Noon.
FEBRUARY-MARCH SHOWS A 6.8!
4.1 to 12.0 in the afternoon... the September-October Hooper, first report following KDWB's debut on September 19, 1959, showed a 4.1 average share from Noon to 6 P.M.
FEBRUARY-MARCH SHOWS A 12.0!
Get aboard now... while there's still room on the launching pad. Call KDWB Sales in the Twin Cities, or your local Avery-Knodel office for avails TODAY!
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"first in contemporary communications"
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CHICAGO CONVENTION CITY





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WCFL, already with the lowest cost per thousand impressions, is certain to do even better when the spring training and regular season games of the pennant winning Chicago White Sox are again broadcast exclusively over WCFL.

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WCFL

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Tom Haviland, Sales Manager

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Chicago • Detroit • Los Angeles • San Francisco • St. Louis • Seattle

LOWEST COST PER 1000 • 1000 ON THE RADIO DIAL

CONVENTION CITY

See map, p. 73

HOTELS

			Map Key #
Allerton	701 No. Michigan	SU 7-4200	14
Atlantic	316 S. Clark	WA 2-2646	52
Bismarck	171 W. Randolph	CE 6-0123	32
Congress	520 S. Michigan	HA 7-3800	58
Conrad Hilton	720 S. Michigan	WA 2-4400	62
Drake	E. Lake Shore Dr. & Michigan	SU 7-2200	4
Eastgate	162 E. Ontario	SU 7-3580	16
Executive House	71 E. Wacker	FI 6-7100	25
Fort Dearborn	401 S. LaSalle	WA 2-5700	55
Hamilton	20 S. Dearborn	RA 6-6100	42
Harrison	65 E. Harrison	HA 7-8000	60
Knickerbocker	163 E. Walton	WH 3-2000	6
LaSalle	LaSalle & W. Madison	FR 2-0700	37
Morrison	79 W. Madison	FR 2-9600	41
Palmer House	State & Monroe	RA 6-7500	45
St. Clair	162 E. Ohio	SU 7-4460	18
Seneca	200 E. Chestnut	SU 7-2380	9
Sheraton	505 N. Michigan	WH 4-4100	19
Sheraton-Blackstone	S. Mich. & E. Balbo	HA 7-4300	61
Sherman	Clark & Randolph	FR 2-2100	26

North Side Hotels

			Map Key #
Ambassador Hotels	1300 N. State Pky.	SU 7-7200	7
Belmont	3172 N. Sheridan	BI 8-2100	7
Edgewater Beach	5300 N. Sheridan	LO 1-6000	7
Plaza	59 W. North	SU 7-2680	7
Sheridan Plaza	4607 Sheridan	LO 1-1900	7

POINTS OF INTEREST

	Map Key #
Adler Planetarium	70
American Furniture Mart	15
Art Institute	50
Band Shell	65
Board of Trade (Observation Tower)	51
Buckingham Fountain	57
Chicago Coliseum	72
Chicago Natural History Museum	69
Chicago Public Library	34
Chicago River	23
City Hall and County Bldg.	33
John Crerar Library	29
Grant Park Garage (Underground)	39
Medinah Temple	17
Merchandise Mart	21
Merrill C. Meigs Airport	75
Michigan Ave. Bridge—Waterfront Boat Cruises	22
Midwest Stock Exchange	44
Monroe Street Parking Lot	40
Navy Pier	20
Newberry Library	3
Northwestern University—Chicago Campus	13
Oak Street Beach	1
Opera House	36
Orchestra Hall	49
Prudential Bldg. (Observation Tower)	31
Roosevelt Road Beach	71
Shedd Aquarium	68
Site of Original Fort Dearborn	24
Soldier Field	73
Soldier Field Parking Lot	74
U. S. Courthouse	47
U. S. Post Office	53
Visitors Bureau—Chicago Association of Commerce and Industry	43
Water Tower	12
★ Municipal Parking Garages	

RAILROADS AND BUS STATIONS

			Map Key #
Chicago & North Western	500 W. Madison	FI 6-7979	35
Chicago North Shore & Milwaukee	223 S. Wabash	HA 7-8471	48
Chicago South Shore & South Bend—Central Station	151 E. Randolph	WA 2-0460	66
Chicago South Shore & South Bend—Van Buren Station			56
Chicago South Shore & South Bend—Randolph Station			30
Dearborn Station			63
Grand Central Station			59
Greyhound Bus Terminal	Clark & Randolph	FI 6-5000	27
Illinois Central	Central Station	WA 2-4811	67
LaSalle Street Station			54
National Trailways Bus Depot	20 E. Randolph	RA 6-9510	28
Union Station		FI 6-5200	46

THEATRES

Shubert, 22 W. Monroe — CE 6-8240
"The Redhead," March 23-April 19.

Michael Todd, 170 W. Dearborn — CE 6-0290
"Ben Hur" (movie).

Cinestage, 180 No. Dearborn — CE 6-0290
"Scent of Mystery" (Smell-o-vision)

Blackstone, 60 East Balbo — CE 6-8240
"The World of Suzie Wong"

† Indicates Diner Club membership
■ Indicates Carte Blanche membership
* Indicates American Express membership

restaurants

The following restaurants are listed in the Great Lakes Tour Book of the Automobile Association of America.

†■*AGOSTINO'S—7 E. Delaware St. Dinners about $3 to $5. Open 5 p.m. to 4 a.m.; Sunday 1 p.m. to 4 a.m. Cocktail bar. Phone MI 2-8540. *"A very inviting, air-conditioned restaurant offering a wide selection of excellent Italian dishes."*

†■*ALLGAUER'S HEIDELBERG—14 W. Randolph St. Open 11 a.m. to 2 a.m. Dinners about $3 to $5. Cocktail lounge. Entertainment and dancing nightly in Rathskeller. Phone FI 6-8080. *"A charming, air-conditioned restaurant, nicely decorated in continental style. Very good food and service."*

*ALLGAUER'S ON RIDGE—6666 N. Ridge. Air Conditioned. Dinners about $3 to $5. Open 11 a.m. to 1 a.m.; Sunday to midnight; Saturday to 2 a.m. Cocktail lounge. Phone BR 4-6666. *"A very popular, attractive restaurant in a suburban residential district. Fine German and American food. Excellent service."*

*ANDY SCHURER'S BALLANTINE RESTAURANT—1207 North Dearborn St. Air conditioned. Dinners about $3 to $4. Open 11:30 a.m. to 2 a.m. Closed Sunday. Cocktail lounge. Piano bar. Phone SU 7-0578. *"Fine dining in the quiet, inviting atmosphere of a distinguished dining place."*

BARNEY'S MARKET CLUB—741 W. Randolph St. Dinners about $2.75 to $4.75. Open 7 a.m. to midnight; Sunday from 3:30. Cocktail bar. Phone AN 3-9800. *"Generous portions of excellent food served in a very popular, air-conditioned dining room."*

THE BERGHOFF RESTAURANT—17 W. Adams St. Dinners about $1.75 to $3.50. Open 11 a.m. to 9:30 p.m.; closed Sunday and holidays. Men's bar. Phone HA 7-3170. *"A well-known, air-conditioned restaurant under same family management since 1898. Extensive menu of fine German, continental and American dishes."*

BOSTON OYSTER HOUSE—21 S. Clark St. Air conditioned. Open 11 a.m. to 10 p.m.; Sunday from noon. Cocktail lounge. Phone FR 2-9600. *"A very good seafood restaurant; also a variety of other dishes."*

†■*CAFE BOHEMIA—138 S. Clinton & Adams. Air conditioned. Dinners about $3.50 to $5.50. Open 7 a.m. to midnight; closed Sunday. Cocktail bar. Phone AN 3-8310. *"Extensive menu of well-prepared food in a pleasant restaurant. Unusual cuisine featuring wild game and fowl."*

CLOUD ROOM—Midway Airport, at 5700 S. Cicero Ave. Dinners about $2 to $3. Open 8 to 10 a.m. and 11 a.m. to 10 p.m.; Sunday 9 to 11 a.m. and noon to 10 p.m. Cocktails served. Phone PO 7-0600. *"Air-conditioned dining room with panoramic view of airport. Good varied menu."*

■CLUB EL BIANCO—2747 W. 63 St. Dinners about $4.75 to $6. Open noon to midnight. Cocktail lounge. Phone RE 7-2662. *"Attractive, colorful dining rooms are air-conditioned. Very fine Italian food featured."*

†■*COUNTRY STORE RESTAURANT—17 S. Wabash. Dinners about $2.85 to $4.35. Open 11 a.m. to 1 a.m.; closed Sunday. Very attractive cocktail lounge. Phone DE 2-6828. *"A very attractive restaurant serving a wide variety of well-prepared food."*

†■DON THE BEACHCOMBER—101 E. Walton Pl. Air conditioned. A la carte dinner entrees about $4.50. Open 4 p.m. to 1 a.m. Cocktail lounge. Reservations suggested. Phone SU 7-8812. *"A famous restaurant with very attractive tropical decor. Very good Cantonese dinners cooked to order."*

*DON ROTH'S NEW BLACKHAWK RESTAURANT—Randolph & Wabash Sts. Air-conditioned. A la carte dinner entrees about $3.25 to $5. Open 11 a.m. to 10:30 p.m.; Saturday to 1 a.m.; Sunday 3:30 to 10 p.m. Cocktail lounge. Phone RA 6-2822. *"Very fine food served in the ultramodern main dining room and in downstairs Indian Room. Varied menu featuring steak from open broiler."*

FRED HARVEY'S CROSSROADS ROOM—in Dearborn Station, at Dearborn & Polk Sts. A la carte dinner entrees about $2 to $3. Open 7 a.m. to 8 p.m. Cocktail lounge. Phone WE 9-2887. *"Fine food served in a nice air-conditioned dining room. Varied menu."*

FRED HARVEY'S GOLD LION DINING ROOM—in Union Station at Adams, Canal & Jackson Sts. Dinners about $3 to $4. Open 11:30 a.m. to 10 p.m.; Sunday from noon. Cocktail lounge. Phone ST 2-6722. *"An attractive, air-conditioned dining room serving a variety of good food."*

FRED HARVEY'S HARLEQUIN ROOM & GRILL—919 N. Michigan Ave., in Palmolive Bldg. Dinners about $3.50 to $4.50. Open 11:30 a.m. to 10:30 p.m.; Sunday from noon. Cocktail lounge. Phone DE 7-0606. *"Two attractive, air-conditioned restaurants offer a varied menu of well-prepared food."*

†■*FRITZEL'S RESTAURANT—201 N. State St. at Lake St. Dinners about $3 to $4. Open 11 a.m. to 1 a.m. Saturday to 2 a.m. Cocktail lounge. Dinner reservation suggested. Phone AN 3-7100. *"A fine air-conditioned restaurant offering an extensive variety of very good American and continental food. Delicious pastries featured."*

GEORGE HESSBERGER RESTAURANT—4300 N. Lincoln Ave. Air conditioned. Dinners about $2 to $3.50. Open 11 a.m. to 1 a.m.; Sunday from noon; closed Tuesday. Cocktail bar. Phone IR 8-0499. *"A charming, old-world restaurant offering a wide variety of very good food; German food; also American dishes."*

GOLDEN OX—1578 Clybourn Ave. Air conditioned. Dinners about $3 to $4. Open 11:45 a.m. to 1 a.m.; Sunday from 1 p.m. Cocktails served. Phone WH 4-9740. *"Very good German and American food served in a congenial atmosphere."*

†■*GUS STEAK HOUSE—420 N. Dearborn St. Dinners about $3 to $4.50. Open 11:30 a.m. to midnight; Saturday to 1 a.m.; Sunday 1 p.m. to midnight. Cocktail bar. DE 7-1782. *"An attractive, air-conditioned restaurant established in 1906, serving a wide selection of Italian foods and good steaks."*

*HARDING'S COLONIAL ROOM—21 S. Wabash Ave. Air conditioned. Dinners $2 to $4. Open 11 a.m. to 2:30 and 5 to 7:45 p.m.; closed Sunday. Cocktails served. Phone ST 2-1133.

†HENRICI'S—67 W. Randolph St. Air conditioned. Dinners about $2.65 to $4. Open 8 a.m. to 1 a.m. Cocktail lounge. Phone DE 2-1800. *"A Chicago landmark, established in 1868. Very well prepared German and American food; giant German pancakes featured. Special Sunday brunch."*

†HENRICI'S RESTAURANT IN THE MART—main floor, in Merchandise Mart. A la carte dinner entrees in dining room about $1.35 to $3. Open 7 a.m. to 8 p.m.; Saturday to 2 p.m.; closed Sunday and holidays. Cocktail lounge. Phone SU 7-1710. *"Very fine food served in dining room, coffee shop and cafeteria, all tastefully decorated and air conditioned."*

HOE KOW—73 E. Lake St. Air conditioned. Dinners about $2 to $3. Open 11 a.m. to midnight; Sunday from noon. Phone DE 2-1223. *"A popular Chinese restaurant offering an extensive selection of well-prepared Cantonese dishes."*

HOLLOWAY HOUSE CAFETERIA—27 W. Randolph St. Open 6 a.m. to 10 p.m. Phone SU 7-1475. *"Nicely presented, well-prepared food. Attractive, air-conditioned dining area."*

†■IMPERIAL HOUSE—50 E. Walton St. Dinners about $4 to $6; also a la carte. Open noon to midnight; Saturday to 1 a.m.; closed Sunday. Cocktail lounge. Phone WH 4-5300. *"A charming, air-conditioned restaurant in the old world style. Varied menu of fine food; French cuisine and game in season."*

†■*IRELAND'S OYSTER HOUSE—632 N. Clark St. Air conditioned. Dinners about $2.50 to $4.50. Open 11:30 a.m. to midnight; Friday and Saturday to 1 a.m. Cocktail lounge. Phone DE 7-2020. *"A Chicago institution. Extensive variety of well-prepared seafood served in a pleasant atmosphere.*

†■*ISBELL'S RESTAURANT—940 N. Rush St. Dinners about $2.50 to $3.50. Open 11 a.m. to 2 a.m. Cocktail lounge. Phone 7-3500. *"Fine food served in very attractive, air-conditioned dining rooms. Varied menu features wild game in season. Very good service."*

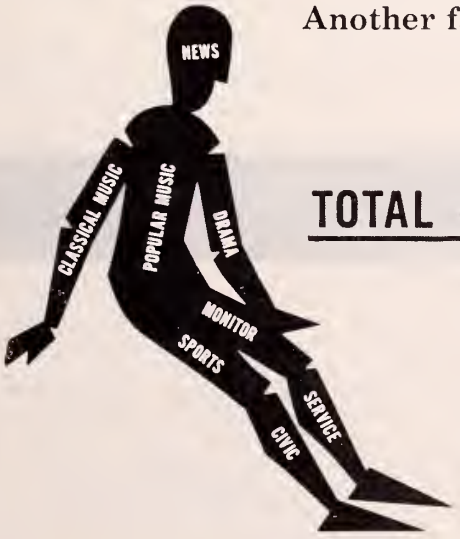
†■*JACQUES FRENCH RESTAURANT—900 N. Michigan. Dinners about $4.50. Open 11:30 a.m. to midnight. Cocktail bar. Phone DE 7-9040. *"A fine, air-conditioned French restaurant. Excellent food in an attractive dining room; large patio for summer dining."*

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restaurants

JIM SAINE'S RESTAURANT—871 N. Rush St. Dinners about $3 to $4. Open 11 a.m. to 1 a.m.; Saturday to 2 a.m. Cocktail lounge. Phone WH 4-3271. *"A selective menu of very good food served in attractive, air-conditioned dining rooms. Prime ribs of beef a specialty."*

KUNGSHOLM—100 E. Ontario St. Dinners about $3.75 to $4.75. Open 11:30 a.m. to 10 p.m.; Sunday 1:30 to 8 p.m. Cocktail lounge. Charming puppet grand opera theater for guests, nightly at 8, Sunday at 4 p.m. Reservations advised. Phone WH 4-2700. *"An outstanding, air-conditioned Fred Harvey restaurant with tasteful, continental decor. Very fine Swedish and American food served; smogasbord featured."*

†**L'AIGLON RESTAURANT**—22 E. Ontario St. Dinners about $4 to $6. Open noon to midnight; closed Sunday. Cocktail bar. Phone DE 7-6070. *"An excellent, air-conditioned restaurant with charming decor. Unusually wide selection of fine French cuisine."*

LONDON HOUSE—360 N. Michigan Ave. at Wacker Dr. Dinners about $4 to $6. Open 7:30 a.m. to 4 a.m.; Sunday from 4 p.m. Jazz combo music featured at 4 a.m. Phone AN 3-6920. *"A popular, air-conditioned restaurant with a sophisticated atmosphere."*

†***MATH IGLER'S CASINO**—1627 W. Melrose St., just off Lincoln Ave. Dinners about $3 to $4. Open 11 a.m. to 1 a.m.; Sunday from noon. Cocktail bar. Phone WE 5-2000. *"Good food served in a very pleasant atmosphere. Costumed singing German waiters."*

†***MICKELBERRY'S LOG CABIN RESTAURANT**—2300 W. 95th St. Air-conditioned. Dinners about $1.50 to $3. Open 11 a.m. to midnight; Friday and Saturday to 1 a.m.; Sunday from 10 a.m.; closed Monday. Phone BE 8-6400. *"Very good southern-style food served in a picturesque, rustic log cabin. Good service. Specialties include smoked meats, chicken and buckwheat cakes."*

NANKIN—230 N. Dearborn. Open 11 a.m. to 10 p.m.; Saturday noon to 1 a.m.; closed Sunday. Cocktail lounge features tropical drinks. Phone ST 2-1900. *"An attractive air-conditioned restaurant offering a wide variety of Chinese foods. Beef rice a specialty; also American dinners."*

THE NANTUCKET RESTAURANT—10437 S. Western Ave. Air conditioned. Dinners about $1.65 to $2.50. Open 11:30 a.m. to 8 p.m.; closed Monday. Phone BE 8-6100. *"A very pleasant, colonial-style restaurant serving good food. Varied menu."*

†**NIELSEN'S RESTAURANT & SMORGASBORD**—7330 W. North Ave. Smorgasbord luncheons $2, dinners $3. Open 11:30 a.m. to midnight. Cocktail lounge. Phone ME 7-4221. *"Variety of very good Scandinavian food served in an attractive, air-conditioned dining room."*

RED STAR INN—1528 N. Clark St., at Germania. A la carte dinner entrees about $2.50 to $3.50. Open 4 p.m. to midnight. Cocktail bar. Phone WH 4-9637. *"Operated by the same family since 1899. Wide selection of very good German dishes served in a charming atmosphere."*

†**RICCARDO'S STUDIO RESTAURANT & GALLERY**—437 N. Rush St. Air-conditioned. Open 11 a.m. to 2 p.m. Cocktail lounge. Phone SU 7-2874. *"A cosmopolitan menu with the emphasis on Italian food. Modern paintings by local artists displayed and sold."*

†**RICKETT'S RESTAURANT**—2727 N. Clark. Open 11 a.m. to 2 a.m. Cocktail bar. Phone DE 8-2323. *"A very nice, air-conditioned restaurant offering fine, complete luncheons and dinners; also a la carte and late-night specials."*

RUPCICH'S RESTAURANT—on U. S. 12, 20 & 41, at Indiana Toll Rd., 4040 E. 106th & Indianapolis Blvd. Open 11:30 a.m. to 1 a.m.; coffee shop open 24 hours. Cocktail lounge. Phone ES 5-7575. *"A popular, air-conditioned dining spot offering a varied menu of tasty, well-prepared food."*

†***SHANGRI-LA**—222 N. State St. Air-conditioned. A la carte dinner entrees about $2 to $4. Open 5 p.m. to 1 a.m.; Sunday from 4 p.m.; Saturday to 2 a.m. Cocktail lounge. Phone CE 6-1001. *"Fine Cantonese dishes served in the sophisticated atmosphere of a nicely decorated supper club."*

†***STOCKYARD INN DINING ROOMS**—W. 42nd & Halsted Sts. A la carte dinner entrees about $5 to $7. Sirloin Room open 5 p.m. to 10:30 p.m.; Matador Room 6 p.m. to 11 p.m. Cocktail bar and lounge. Reservations advised. Phone YA 7-5580. *"Two very good, air-conditioned dining rooms. Distinctive Sirloin Room features excellent steaks; cuts selected by guests. Attractive Matador Room serves delicious steaks and Spanish dinners."*

***STOUFFER'S RESTAURANTS**—24 W. Madison; 32 E. Randolph at Wabash; 111 S. Wabash; Gibraltar, Plaza and Beaubien Rooms in Prudential Bldg., E. Randolph St. Open 7:30 a.m. to 9 p.m.; dining rooms in Prudential Bldg. open 11:30 a.m. to midnight; all are closed Sunday. Cocktail lounge. *"Popular, air-conditioned restaurants offering a varied menu of well-prepared, quality food. Nice atmosphere; efficient service."*

SWEDEN HOUSE—157 E. Ohio. Open 11:30 a.m. to 2:30 and 5 to 9 p.m.; closed Saturday. Cocktail bar. Phone SU 7-3350. *"A pleasant, air-conditioned restaurant serving tasty Swedish and American food. Smorgasbord dinners."*

TOPPER'S—333 N. Austin Blvd. Open 11 a.m. to 2 a.m. Cocktail bar. Phone AU 7-1600. *"A first-class, air-conditioned restaurant. Specialties are Black Angus steaks and Maine lobsters. Luncheon and dinner reservations suggested.*

†■***TOWN HOUSE**—6935 N. Sheridan Rd. Dinner entrees about $2.50 to $4.50. Open 11 a.m. to 2 a.m. Cocktail lounge. Phone HO 5-6800. *"Well-prepared dishes, some charcoal-broiled at open hearth, in a very inviting and rather sophisticated dining place."*

†■***TOWN PUMP**—6345 N. Western Ave. Dinners about $2 to $3. Open 11 a.m. to 2 a.m. Cocktail bar. Phone AM 2-4700. *"An attractive, air-conditioned restaurant in modernistic decor serving a good menu of well-prepared dishes."*

WRIGLEY BLDG. RESTAURANT—410 N. Michigan Ave. Open 10 a.m. to 9 p.m.; Saturday from 5 p.m.; closed Sunday and holidays. Cocktail bar. Phone WH 4-7600. *"A first-class restaurant offering delicious food and excellent service. Cornish game hen, whitefish and special salads are featured."*

HOTEL DINING

***AMBASSADOR HOTELS**—1300 N. State Parkway. SU 7-7200. *"Pump Room at Ambassador East and Buttery of Ambasador West are famous for excellent food; dancing."*

***BISMARCK HOTEL**—171 W. Randolph & La Salle Sts. CE 6-0123. *"Good food in Walnut room; concert orchestra nightly in famous Chalet; coffee shop, Old Vienna; popular Bismarck Inn and cocktail lounge."*

■**CONRAD HILTON HOTEL**—720 S. Michigan Ave. WA 2-4400. *"Excellent food in Park Row Restaurant and Steak House; Coffee House; dining, dancing and ice show in popular Boulevard Room. Lakeside Green and Ol' South cocktail lounges."*

***DRAKE HOTEL**—Lake Shore Dr. & Upper Michigan Ave. SU 7-2200. *"Camellia House with dinner music from 7 p.m.; dancing and entertainment 9 p.m. to 1 a.m.; Cape Cod Room noted for fine seafood. Oak Room and Coq d'Or cocktail lounge."*

***EGDEWATER BEACH HOTEL**—5300 N. Sheridan Rd. LO 1-6000. *"Dining facilities include Polynesian Village with dancing and entertainment; Yacht Club cocktail and seafood bar; Rib Room featuring roast beef; Charterhouse and Cinnabar open-hearth restaurant and cocktail lounge."*

***LA SALLE HOTEL**—La Salle & Madison Sts. FR 2-0700. Air-conditioned dining rooms. *"Lotus Room, Men's Grill and Coffee Room provide a wide selection of well-prepared food. White Chapel Cocktail Lounge. Entertainment in Nineties Room."*

■**PALMER HOUSE**—Monroe St., between State & Wabash. RA 6-7500. *"Fine air-conditioned dining facilities: The Traders, Victorian Room, coffee shop, Palmer House Grill, Empire Room with entertainment and dancing. Le Petit Cafe and Town & Country cocktail lounge."*

†**SHERATON-BLACKSTONE HOTEL**—636 S. Michigan Ave. HA 7-4300. *"Inviting Grill Room; dancing nightly in Cafe Bonaparte; Bivouac cocktail lounge."*

†**SHERATON HOTEL**—505 N. Michigan Ave. WH 4-4100. *"Dining in Camelot Room; cocktails in India Room; entertainment in Brass Bull during dinner and supper."*

***SHERMAN HOTEL**—Clark & Randolph Sts. FR 2-2100. *"Dining facilities include College Inn Porterhouse, Well-of-the-Sea, Celtic Cafe; cocktail lounge."*



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ADVERTISERS

Admiral Corp., 3800 W. Cortland	SP 2-0100
American Dairy Assoc., 20 N. Wacker	ST 2-4916
American Hair & Felt, Merchandise Mart	SU 7-7252
Armour, Union Stock Yards	YA 7-4100
Bauer & Black, 309 W. Jackson	WE 9-7100
Beatrice Foods, 120 S. LaSalle	VI 2-2700
Bell & Howell, 7100 McCormick Rd.	AM 2-1600
Borg-Warner, 310 S. Michigan	WA 2-7700
Bowman Dairy, 140 W. Ontario	SU 7-6800
Bresler Ice Cream Co., 4010 W. Belden	CA 7-6700
Helene Curtis Industries, 4401 W. North	CA 7-6600
Curtiss Candy, 3638 N. Broadway	BI 8-6300
Dad's Root Beer, 2800 N. Talman	IN 3-4600
Derby Foods, 3327 W. 47th Pl.	VI 7-4400
Ekco, 1949 N. Cicero	BE 7-6000
Florsheim Shoes, 130 S. Canal	FR 2-6666
Greyhound Corp., 5600 W. Jarvis (Niles)	NI 7-6400
Hoover Co., Merchandise Mart Plaza	WH 3-1162
Hotpoint, 5600 W. Taylor	MA 6-2000
Household Finance Corp., Prudential Plaza	WH 4-7174
Illinois Bell Tel., 212 W. Washington	OF 3-9300
Intl. Harvester, 180 N. Michigan	AN 3-4200
Jays Foods, 825 E. 99th	IN 8-8400
Kraft Foods, 500 N. Peshtigo Ct.	WH 4-7300
Lanolin Plus, 30 W. Hubbard	DE 7-7000
Libby, McNeill & Libby, W. Exch. & S. Packers	YA 7-0240
Mars Candy, 2019 N. Oak Park	ME 7-3000
Maybelline, 5900 N. Ridge	LO 1-1645
Oscar Mayer Co., 1241 N. Sedgwick	MI 2-1200
Monarch Finer Foods, 2199 W. River Grove	TU 9-5000
Motorola, 4545 W. Augusta	SP 2-6500
Mystik Adhesive Products, 2635 N. Kildare	SP 2-1600
O'Cedar, 2246 W. 49th	LA 3-4700
Orange Crush, 2201 Main, Evanston	DA 8-8850
Pabst, 221 N. LaSalle	ST 2-7600
Peter Hand Brewery, 1000 W. North	MO 4-6300
Pure Oil, 35 E. Wacker	ST 2-2100
Purity Bakeries, 4504 S. Sacramento	YA 7-8556
Quaker Oats, 345 Merchandise Mart	WH 4-0600
Simoniz Co., 2100 S. Indiana	DA 6-6700
S.O.S., 7123 W. 65th	PO 7-7800
Standard Oil of Ind., 910 S. Michigan	HA 7-9200
Stewart-Warner Corp., 1826 Diversey Pkwy.	LA 5-6000
Sunbeam, 5600 W. Roosevelt Rd.	ES 8-8000
Swift, Union Stock Yards	YA 7-4200
Toni, Merchandise Mart	WH 4-1800
United Airlines, 5959 S. Cicero	PO 7-3300
Wilson & Co., Prudential Plaza	WH 4-4600
Wine Corp. of Amer., 3737 S. Sacramento	CL 4-6300
Wm. Wrigley, 410 N. Michigan	SU 7-2121
Zenith, 6001 W. Dickens	BE 7-7500

AGENCIES

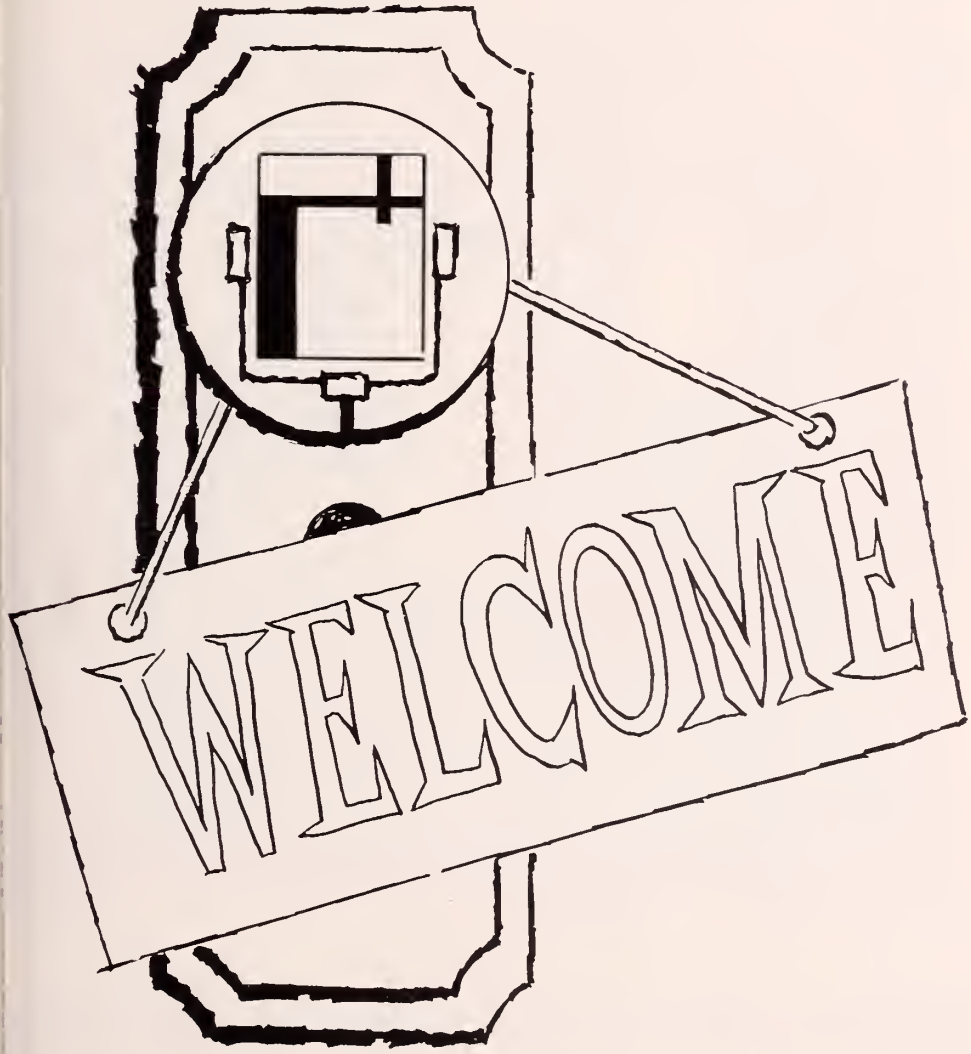
John A. Addison Inc., 140 N. State	FR 2-6446
William Hart Adler Inc., 919 N. Michigan	WH 4-5210
Aubrey, Finlay, Marley & Hodgson, 230 N. Michigan	FI 6-1600
N. W. Ayer & Son, 135 S. LaSalle	AN 3-7111
A. N. Baker Advertising, 189 W. Madison	FR 2-8895
Baker, Tilden, Bolgard & Barger, 919 N. Michigan	DE 7-8000
BBDO, 919 N. Michigan	SU 7-9200
Beaumont & Hohman, 6 N. Michigan	RA 6-6181
Walter F. Bennett & Co., 20 N. Wacker Dr.	FR 2-1131
Gordon Best Co., 228 N. LaSalle	ST 2-5060
Bozell & Jacobs, 205 N. LaSalle	CE 6-0870
Buchen Co., 400 W. Madison	RA 6-9305
Burlingame-Grossman, 207 S. Wabash	WA 2-3383
Leo Burnett, Prudential Plaza	CE 6-5959
Burton Browne, 619 N. Michigan	SU 7-7700
Campbell-Ewald, 230 N. Michigan	CE 6-1946
Campbell-Mithun Inc., 910 Palmolive Bldg.	DE 7-7553
Caples Co., 216 E. Ontario	SU 7-6016
Christiansen Advertising, 135 S. LaSalle	CE 6-2484
Compton Advertising, 200 S. Michigan	HA 7-9822
Allan Copeland & Garnitz, 75 E. Wacker	CE 6-8586
Cunninghm & Walsh, 6 N. Michigan	AN 3-3138
Dancer-Fitzgerald-Sample, 221 N. LaSalle	FI 6-4700
D'Arcy Advertising, Prudential Plaza	MI 2-5332
W. B. Doner & Co., 35 E. Wacker	AN 3-7800
Doremus & Co., 208 S. LaSalle	CE 6-9132
Erwin Wasey, Ruthrauff & Ryan, 360 N. Michigan	FI 6-1833
Fensholt Advertising, 360 N. Michigan	RA 6-1670
M. M. Fisher Assoc., 79 W. Monroe	CE 6-6226
Foote, Cone & Belding, 155 E. Superior	SU-7-4800
Albert Frank-Guenther Law, 1 LaSalle	DE 2-6424
Clinton E. Frank, Merchandise Mart	WH 4-5900
Julian Frank & Assoc., 22 E. Elm	SU 7-9117
Jones Frankel Co., 180 N. Wabash	DE 2-5745
Fuller & Smith & Ross, 105 W. Adams	AN 3-5039
Phil Gordon Agency, 23 E. Jackson	HA 7-2103
Gotham-Vladimar Advertising, 1 N. LaSalle	AN 3-2890
Gourfain-Loeff Inc., 205 W. Wacker Dr.	AN 3-0889
Grant Advertising, 919 N. Michigan	SU 7-6500
Grant, Schwenck & Baker, 520 N. Michigan	WH 3-1033
Grossfeld & Staff, 22 W. Monroe	AN 3-6904
Guenther-Bradford & Co., 230 N. Michigan	AN 3-6651
George H. Hartman Co., 307 N. Michigan	AN 3-0130
Headen, Horrell & Wentsel Inc., 2209 Prudential Plaza	DE 2-0020
Henri, Hurst & McDonald, 121 W. Wacker	FR 2-9180
Kapps Co., 64 E. Lake	ST 2-0460
H. W. Kastor & Sons, 75 E. Wacker	CE 6-5331
Kennedy & Co., 100 E. Ohio	SU 7-5640
Kenyon & Eckhardt, 221 N. LaSalle	FI 6-4020
Keyes, Madden & Jones, 919 N. Michigan	WH 3-2133
Klau-Van Pietersom-Dunlap, 520 N. Michigan	SU 7-3061
Kuttner & Kuttner, 646 N. Michigan	SU 7-7940
Lilienfeld & Co., 121 W. Wacker	AN 3-7667
Earle Ludgin, 121 W. Wacker	AN 3-1888
MacDonald-Cook, 360 N. Michigan	AN 3-1224
MacFarland, Aveyard & Co., 333 N. Michigan	RA 6-9360
Malcolm-Howard Adv., 203 N. Wabash	AN 3-0022
Marstellar, Rickard, Gebhardt & Reed, 185 N. Wabash	FR 2-5212
Maxon Inc., 919 N. Michigan	WH 4-1676
McCann-Erickson, 318 S. Michigan	WE 9-3700
McCarty Co., 520 N. Michigan	MI 2-0300
Arthur Meyerhoff & Assoc., 410 N. Michigan	DE 7-7860
Mohr & Eicoff Inc., 112 E. Walton	SU 7-9700
Needham, Louis & Brorby, Prudential Bldg.	WH 4-3400
North Advertising, Merchandise Mart	WH 4-5030
Olian & Bronner, 35 E. Wacker	ST 2-3381
Perrin-Paus Co., 8 S. Michigan	RA 6-7923
Powell, Schoenbrod & Hall, 230 N. Michigan	FI 6-7890
Presba, Fellers & Presba, 360 N. Michigan	CE 6-7683
L. W. Ramsey Co., 230 N. Michigan	FR 2-8155
Reach, McClinton & Pershall, Prudential Plaza	SU 7-9722
Reincke, Meyer & Finn, 520 N. Michigan	WH 4-7440
Fletcher Richards, Calkins & Holden, Prudential Plaza	RA 6-3830
Robertson, Buckley & Gotsch, 108 N. State	ST 2-5336
Robertson Potter Inc., 360 N. Michigan	AN 3-1696
Roche, Rickerd & Cleary Inc., 135 S. LaSalle	RA 6-9760
Sherwin Robert Rodgers & Assoc., 46 E. Chicago	SU 7-5706
Harry Schneiderman, 141 W. Jackson Blvd.	WE 9-3924
R. Jack Scott, Inc., 814 N. Michigan	WH 4-6886
Henry Senne, 75 E. Wacker	RA 6-6932
Jack W. Shaw, 51 E. Superior	MO 476323
Tatham-Laird, 64 E. Jackson	HA 7-3700
Jack W. Shaw, 51 E. Superior	MO 4-6323
Tobias, O'Neil & Gallay, 520 N. Michigan	MI 2-3360
Turner Adv., 216 E. Superior	MI 2-6426
United Advertising Companies, 427 W. Randolph	AN 3-4470
Wade Advertising, 20 N. Wacker	FI 6-2100
Waldie & Briggs, 221 N. LaSalle	FR 2-8422
Edw. H. Weiss Co., 360 N. Michigan	CE 6-7252
Wentzel & Fluge, Inc., 251 E. Grand Ave.	DE 7-3934
Western Advertising, 35 E. Wacker	AN 3-2545
Young & Rubicam, 333 N. Michigan	FI 6-0750

. . . *you'll find*

U. S. RADIO

in hospitality

suite 922-23



Drop by . . . We'd like to see you!

RADIO SERVICES

Agency Recording Studios, 20 N. Wacker — CE 6-3632
BMI, 360 N. Michigan — AN 3-5394
Columbia Transcriptions, 410 Michigan Ave. — WH 4-6000
Contemporary Prods., 2313 Sheridan Rd., Evanston — GR 5-3606
Crosley Broadcasting Corp., 360 N. Michigan Ave. — ST 2-6693
Feature Productions, 1440 N. State Pky. — MI 2-6051
GAC-Tv Inc., 8 S. Michigan — ST 2-6288
Howard Radio-Tv Productions, 123 W. Chestnut — MI 2-5877
Frederick Jacky Productions, 230 N. Michigan — DE 2-3230
Jewell Radio & Television Productions, 612 N. Michigan — MO 4-5757
Herbert S. Laufman & Co., 221 N. LaSalle — RA 6-4086
Frank McNaughton & Assoc., 14 E. Jackson Blvd. — HA 7-4072
Morton Productions, 64 E. Lake St. — CE 6-4144
RCA Recording Studios, 445 N. Lake Shore Dr. — WH 4-3215
Republic Radio & Television Features, 64 E. Lake — ST 2-0460
Standard Radio, 360 N. Michigan — ST 2-5322
Hal Tate Productions, 192 N. Clark — AN 3-6520
United Film & Recording, 301 E. Erie St. — SU 7-9114
Universal Recording, 46 E. Walton — MI 2-6465

NETWORKS

American Broadcasting Co., 190 N. State St. — AN 3-0800
Columbia Broadcasting System, 630 N. McClurg Ct. — WH 4-6000
Keystone Broadcasting System, 111 W. Washington — ST 2-8900
Mutual Broadcasting System, 435 N. Michigan — WH 4-5060
National Broadcasting Co., Merchandise Mart Plaza — SU 7-8300

REPRESENTATIVES

AM Radio Sales, 400 N. Michigan — MO 4-6555
Avery-Knodel, Prudential Plaza — WH 4-6869
Hil F. Best, 205 W. Wacker — ST 2-5096
John Blair & Co., 520 N. Michigan — SU 7-2300
Bolling Co., 435 N. Michigan — WH 3-2040
Branham Co., 360 N. Michigan — CE 6-5726
Broadcast Time Sales, 333 N. Michigan — ST 2-1405
Burn-Smith, 307 N. Michigan — CE 6-4437
CBS Radio Spot Sales, 630 N. McClurg Ct. — WH 4-6000
Henry I. Christal, 333 N. Michigan — CE 6-6357
Thomas F. Clark Co., 35 E. Wacker — ST 2-1663
Continental Radio Sales, 228 N. LaSalle — FR 2-2095
Donald Cooke, 205 W. Wacker — ST 2-5096
Crosley, 360 N. Michigan — ST 2-6693
Devney Inc., 185 N. Wabash Ave. — ST 2-5282
Bob Dore Assoc., 360 N. Michigan — FI 6-6828
Robert E. Eastman & Co. Inc., 333 N. Michigan — FI 6-7640
Everett-McKinney, 410 N. Michigan — SU 7-9052
FM Unlimited Inc., 161 E. Erie Street — SU 7-5262
Forjoe & Co., 435 N. Michigan — DE 7-3504
Gill-Perna, 75 E. Wacker — FI 6-9393
W. S. Grant Co. Inc., 75 E. Wacker — FI 6-9529
H-R Representatives, 35 E. Wacker — FI 6-6440
Arthur H. Hagg & Assoc., 75 E. Wacker — CE 6-7553
Headley-Reed Co., 230 N. Michigan — FR 2-4686
George P. Hollingbery, 307 N. Michigan — DE 2-6060
Hal Holman Co., 64 E. Lake — FR 2-0016
Indie Sales, 205 W. Wacker — ST 2-5096
Katz Agency, Prudential Plaza — MO 4-7150
Robert S. Keller, 205 W. Wacker — ST 2-5096
Jack Masla & Co., 435 N. Michigan — SU 7-6048
Daren F. McGavren Co., 35 E. Wacker — FR 2-1370
The Meeker Co. Inc., 333 N. Michigan — CE 6-1742
Joseph Hershey McGillvra, 185 N. Wabash — ST 2-5282
NBC Spot Sales, Merchandise Mart — SU 7-8300
John E. Pearson, 333 N. Michigan — ST 2-7494
Peters, Griffin, Woodward Inc., Prudential Plaza — FR 2-6373
Edward Petry, 400 N. Michigan — WH 4-0011
Radio-TV Reps., 75 E. Wacker — FI 6-0982
Rambeau, Vance, Hopple Inc., 185 N. Wabash — AN 3-5566
Paul H. Raymer Co., 435 N. Michigan — SU 7-4473
Wm. J. Reilly, 55 E. Washington — AN 3-6137
Rollins Broadcasting Inc., 75 E. Wacker — FI 6-8611
Sears & Ayer, 612 N. Michigan — SU 7-8177
Simmons Assoc., 333 N. Michigan — DE 2-2375
Stars National, 35 E. Wacker — CE 6-2135
Venard, Rintoul & McConnell, 35 E. Wacker — ST 2-5260
Walker-Rawalt Co., 360 N. Michigan — AN 3-5771
Grant Webb & Co., 25 E. Washington — ST 2-3155
Weed Radio Co., Prudential Plaza — WH 4-3434
Adam Young, Prudential Plaza — MI 2-6190

RESEARCH • SURVEYS

Advertising Checking Bureau, 18 S. Michigan — ST 2-7874
American Research Bureau Inc., 435 N. Michigan — SU 7-3388
Gould, Gleiss & Benn Inc., 664 N. Rush — SU 7-9168
Market Research Corp. of America, 425 N. Michigan — MO 4-4600
A. C. Nielsen Co., 2101 W Howard — HO 5-4400
The Pulse Inc, 435 N. Michigan — SU 7-7140
Radio Reports, 1550 E. 53rd — HY 3-3215
Social Research, 145 E. Ohio — MI 2-2664

U. S. RADIO . . .

see you in SUITE 922-23

FUTURSONIC PRODUCTIONS, INC. PRESENTS



TIME CHEX

TAKE TIME TO MAKE MONEY... WITH TIME CHEX, ANOTHER FIRST FROM FUTURSONIC! FUTURSONIC PRODUCTIONS HAS CREATED WHAT REPRESENTS A FIRST IN MEDIA PRODUCTION. THE FABULOUS TIME CHEX—145 TIME BREAKS IN MUSICAL JINGLE FORM. THESE ARE NOT MERELY "STOCK" TUNES OR TIME SIGNALS, BUT MUSICAL JINGLES GIVING THE SPECIFIC TIME EVERY FIVE MINUTES OF EVERY HOUR ON THE FIVE MINUTE MARK—1:05, 1:10, 1:15, ETC.—24 HOURS AROUND THE CLOCK. ■ NOW, HERE'S HOW THE TIME CHEX CAN MAKE MONEY FOR YOU: OFFER THEM AS CAMEO PROGRAMS TO YOUR LOCAL ACCOUNTS... PARTICULARLY, PRESTIGE ACCOUNTS SUCH AS BANKS, SAVINGS AND LOAN ASSOCIATIONS, AND THE LIKE. THE LONGEST JINGLE IS ONLY 8 SECONDS IN LENGTH, SO THERE'S PLENTY OF TIME FOR COMMERCIAL COPY. THE LOCAL ADVERTISER GETS TOP NOTCH PRODUCTION AND YOUR STATION GETS A NEW EXCLUSIVE PROMOTION AND INCREASED BILLING! ■ BUT, WHETHER YOU USE THE TIME CHEX AS A DIRECT REVENUE BUILDER OR AS A STATION PROMOTIONAL IDEA, PLEASE ACT PROMPTLY! THIS MATERIAL IS SOLD ON AN EXCLUSIVE BASIS TO ONLY ONE STATION IN EACH MARKET! WHILE AT THE N. A. B. VISIT THE FUTURSONIC HOSPITALITY SUITE AND AUDITION THIS AND OTHER OUTSTANDING STATION PROMOTIONAL MATERIAL. ■ NEWEST TIME CHEX USERS: CHICAGO-WJJD/PITTSBURGH-WEEP/CINCINNATI-WSAI/BOSTON-WCOP/SAN ANTONIO-KONO MONTREAL, CANADA-CKGM. THE SOUNDS OF TOMORROW... TODAY. **FUTURSONIC PRODUCTIONS, INC. RI 8-9525 • 3101 ROUTH • DALLAS, TEXAS.**



IT'S WHO'S UP FRONT THAT COUNTS

THE NEW WCOL

In any one town, only one station can be the leader . . . only one station outrates all the rest! In Columbus, Ohio, that one station is the New WCOL. WCOL is different. WCOL has the new sound of the '60's, combined with sound programming — choice, flawless broadcasting specially selected and specially produced for sound listening. Single spotting "showcases" your commercials. These are a few of the reasons why more folks find it fun to listen to the New WCOL than any other radio station. (Nielsen, Pulse, Hooper.)

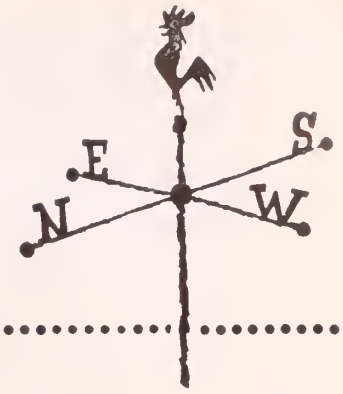
How about *you*? Next time *you* buy Columbus radio, ask for the new WCOL. To paraphrase a popular quotation . . . WCOL SOUNDS GOOD like radio should.

24-hours-a-day broadcasting 1230 AM 92.3 FM

represented nationally by: **robert e. eastman & co., inc.**

THE CAPITAL STATION
COLUMBUS 15, OHIO

Station WING, Dayton; WEZE, Boston; WKLO, Louisville, and WIZE, Springfield, O., are other AIR TRAILS stations.



Radio Goes To College In Big Way

BBDO Survey Examines College Students As A Separate Market. Radio Seen As Effective Means Of Reaching These "Style-Setters"

In addition to going away to college to get a lot of knowledge, the average student in the nation's institutions of higher learning gets a lot of products as well. As a result, the almost four million college students represent a specific and interesting market —and one that can be very effectively reached by radio.

According to a BBDO Inc. study of *The College Market,* "radio offers an excellent opportunity to reach the student." That radio *is* able to get to the student is evidenced by the fact that 87 percent have a set in their room.

College students, the study indicates, spend a good deal of time listening to local stations and other non-campus radio outlets. This reprents a splendid opportunity for a wide variety of advertisers. The agency's report shows that the college student is a consumer of many products. And since better than 50 percent of the students are living away from home in college dormitories, they are buying many products themselves for the first time. This would appear to make them excellent prospects for specially tailored radio advertising and marketing campaigns, since strong brand loyalties have not yet been formed in many cases.

Buying for First Time

When questioned on products which they recall buying for the first time, the BBDO report found that 42.2 percent of the students mentioned furnishings, 34.5 percent named drugs and cosmetics, 32.3 per-

College Market Offers Interesting Prospects*

- 87% of college students have radio sets in room
- Collegians have 37% more money to spend than average
- Students represent excellent market to test products
- 43% of population in 18-21 age bracket in college by 1965

*Material taken from BBDO study of "The College Market."

cent said food, grooming accessories were next with 30.6 percent, and 26.9 percent said gasoline and oil. Other merchandise purchased by students for the first time included radios, jewelry, pencils, pens, silverware, typewriters, phonographs among others.

In addition to buying merchandise, college students also receive a number of gifts from parents and relatives. When asked what items they encouraged others to give them as a gift, 85.5 percent listed clothing, 44.3 percent said records, 43.6 percent mentioned jewelry, 24.5 percent autos and 14.8 percent requested radios.

Test New Products

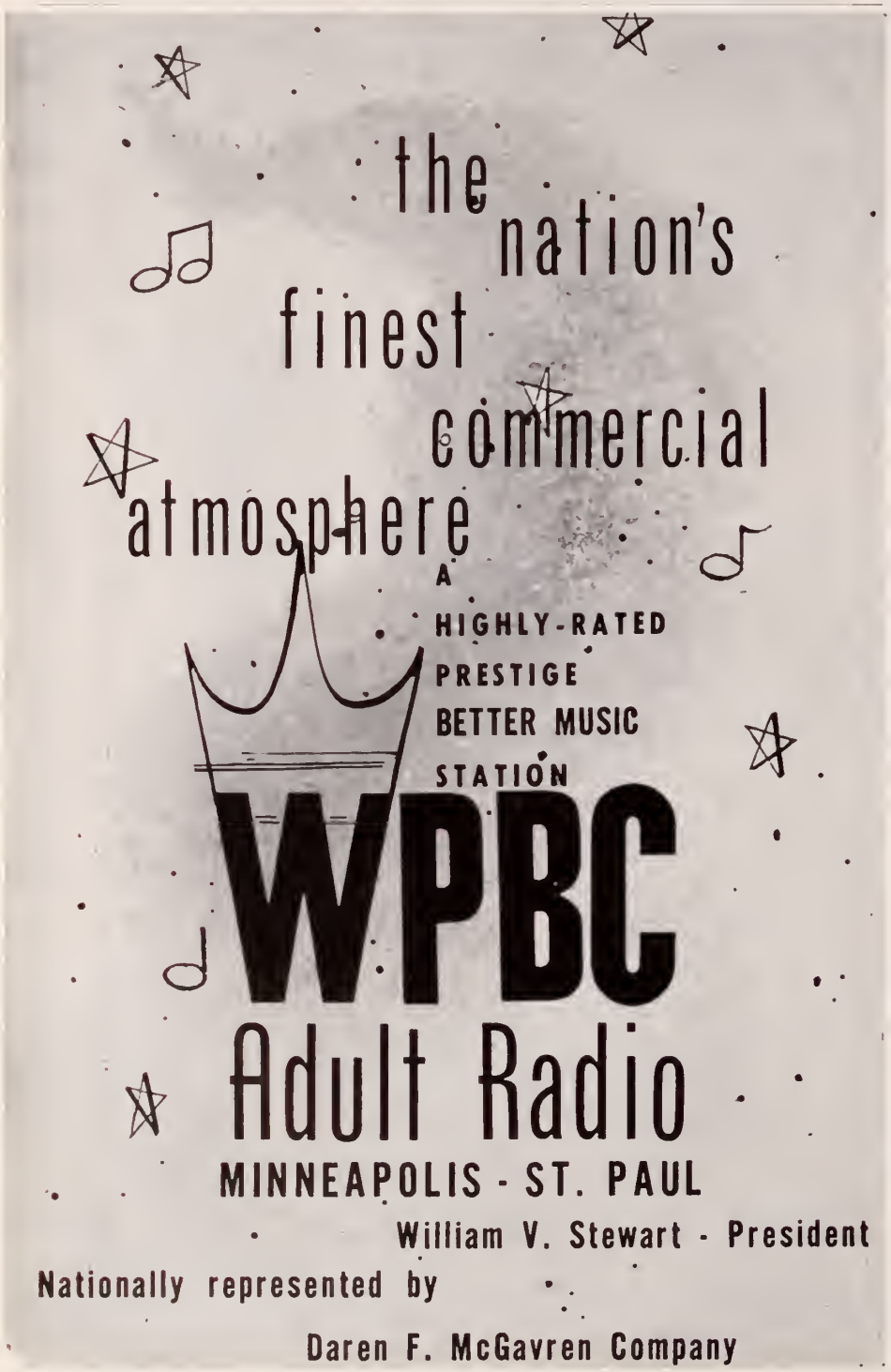
A significant fact brought out in the study is the opportunity the college market presents to test a new product. "The college student is unique," the report says, "in that for the most part he has not formed any brand or type preferences. He is, therefore, always willing to try something new. He also has 37 percent more money to spend than the average consumer."

Two examples, filter cigarettes and electric razors, are given of products which became popular in colleges "long before the national pattern became clear. Illustrative of how the college market absorbs high price merchandise, 63 percent of college students own electric razors, far more than the national share of the market'.'

Change Brands Frequently

Further documentation of the college student's willingness to try new products and new brands is seen in a report on the number of collegians who changed brands since entering college. The most frequently changed product was cigarettes, with 48 percent noting a switch in brands, 30.1 percent changed their brand of shirt, 21.1 percent shifted to other soft drinks, toilet soap brands were changed by 17.5 percent and over 17 percent switched hair tonics. Other products that were changed included sports equipment, drugs and cosmetics, pens, shaving lotions and underwear.

Although the college student does purchase a wide variety of merchan-



dise, the BBDO study points out the five general product groups which get the largest share of the student market. This could provide a guide for advertisers trying to reach the almost nine out of 10 students who have radios in their rooms. According to a survey taken at a large Western university, students spend 26 percent of their funds for food, 22 percent for amusements, 21 percent on clothing, 19 percent on automobiles and 12 percent for drug products.

Size of Market

An indication of the size of the college market can be seen in the fact that the total amount spent by college students on merchandise was $653 million in 1956, according to a survey taken by the United States Department of Higher Education. Since the rate of growth of the general economy and the number of students attending colleges has been increasing steadily, it may be assumed that this figure has climbed steadily and substantially.

Popular Media

Probing the most popular media, in terms of reaching the college market, college publications, radio and certain consumer publications were found to be strong. Although, as mentioned previously, radios are almost standard equipment in a student's room, the study shows that "Television has a relatively small viewing percentage among students. The facts are that only one out of every 10 owns a television set, and 74 percent of the college students don't watch any program regularly."

Offering an example of successful use of a college advertising campaign, the BBDO report points to Lucky Strike Cigarettes. "Through radio advertising, newspaper ads and on-campus promotion, Lucky Strike is still one of the top selling cigarettes in the college market, despite the sudden rise in filter popularity."

In summarizing college the market report states:

"By 1970, the total college enrollment will be double what it is today. . . By 1965, 43 percent of the United States population between the ages of 18 to 21 will be enrolled in college.

Important Consumer

"The college student is an important consumer. The preferences he had before college must change, he has a new way of life and his needs and tastes will be different. Often the tastes and preferences formed in college will continue long after college when the student will form a family unit.

"These are some of the reasons that the college market is important, and will continue to increase in importance as part of the total American consumer market." • • •

College Market Characteristics*

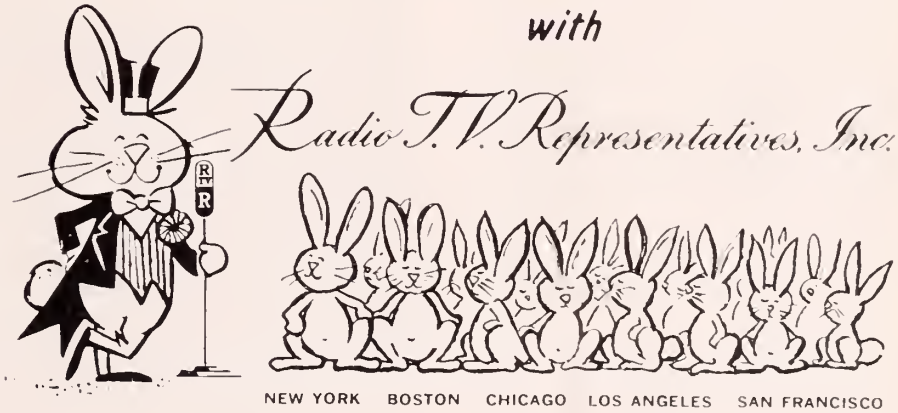
- **Student population made up of 66% males, 34% females**
- **40% of college student population in the labor force**
- **Married students make up 24.4% of college population**
- **61% of college population is over 20 years old**
- **Average of income of students families is $9,947**

*Material taken from BBDO study of "The College Market."

Sales "Multiply"

with

Radio T. V. Representatives, Inc.



NEW YORK BOSTON CHICAGO LOS ANGELES SAN FRANCISCO

Visit us during the

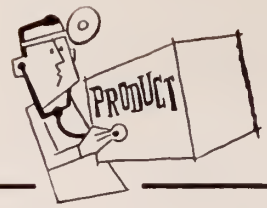
NAB CONVENTION

APRIL 3-6

We'll be in Suite 1105A & 1106A

CONRAD HILTON HOTEL

commercial clinic



Sande & Greene Find That Jingles Can Serve As "Full-Time" Salesmen

"Say it with music," has been swiftly changing from a somewhat "pat" expression to a literal fact in the area of radio commercials. A growing list of "success" stories attest to music's ability to become so closely associated with a specific product that a mere fragment of the theme, heard anywhere and anytime, is usually enough of a stimulus for the average person to make a definite identification.

As more and more advertisers and agencies have come to realize the value of using music as a "full-time" salesman, the importance of utilizing the services of specialists in preparing this type of material has increased steadily. One of the veteran organizations in this field is Sande & Greene, with offices in Hollywood and New York. Bob Sande and Larry Greene have been creating musical commercials for 10 years.

Same Objectives

"Whether the music is as simple as a children's nursery jingle, or as complex as modern, progressive jazz," Larry Greene says, "the objectives are always the same. These are to enhance and heighten the effect of the actual message; to act as one of the dominant themes of the radio campaign, or possibly the over-all marketing approach, and to actually do something of a subliminal job of establishing brand identity through a combination of words and music, or just the music itself."

The importance of the repetition of a musical commercial series in helping to establish brand identity, Mr. Greene points out, should not be underestimated. "We have often found that when a sponsor gets tired of the campaign it is just starting to do the most effective job. This, however, does not mean that the commercials must be static. Many of the most successful jingle campaigns today use one basic theme, with a number of variations that help provide changes in mood and emphasis."

Although each product presents individual problems, the Sande & Greene organization has developed certain basic approaches to the preparation of musical jingles. "Naturally," Mr. Greene says, "the sound is extremely important, and it should be in keeping with the character of the product. For example, a bank or cosmetic firm would not want to use rock and roll to help project its public image.

"We also believe that it is much better to use original music and production techniques than music in the public domain, or adaptations of popular hit songs. Since many people listen to radio while they are driving, doing household chores and other activities," Mr. Greene continues, "their attention is often divided. If the commercial sounds too much like a piece of entertainment, it is possible that the impact of the message might be seriously diluted. This also can apply to using a popular artist. A completely original approach can usually do a more effective job of establishing product identification."

Deliver One Sales Point

Turning to what should be expected of a musical jingle, Mr. Greene states that any one jingle should be limited to delivering only one sales point. He feels that since these spots are usually limited to a maximum of 60-seconds, it is unwise to try to cram too much into them.

As an example of a well integrated musical jingle campaign, Mr. Greene points to the efforts of the southeastern division of Sealtest Ice Cream. Working closely with the agency, Tucker, Wayne Inc., Atlanta, Sande & Greene have been creating a varied series of jingles for Sealtest for over three years.

"The company uses the slogan 'A Fresh New Flavor With The Fun Spun In—Get The Best—Get Sealtest.' We took this and created a musical logo that is used as a tag on every single musical jingle. This provides continuity and product identification even though each individual jingle varies in mood, tempo and style.

"A new ice cream flavor is marketed about six times a year," Mr. Greene continues, "and we prepare completely different music to match the flavor. For example, we used a soft-shoe treatment for the spot announcing old-fashioned peach ice-cream. Black-raspberry was given a lively Latin American touch. In all, we have prepared completely separate jingles for 18 flavors. But, whether the music is a waltz, cha cha cha or Swiss yodels, each announcement carries the musical logo."

Today's integrated musical jingles can be used by the advertiser both on and off the air. Mr. Greene states that a number of advertisers have used the jingles at sales conventions and other gatherings to help set the mood. He also mentions that one auto manufacturer has supplied copies of some of the musical spots to dealers who play them over the p.a. systems in the showrooms.

In addition to a growing number of advertisers, Mr. Greene says that many radio stations are using completely integrated jingle campaigns to help create and sustain the public image of the station.

"We have found it interesting that a number of the stations spend as much money for these campaigns as any of the major advertisers who might be buying time on the outlet." • • •

station log



► News:

Banding together for better convention coverage are six regional stations from widely scattered areas of the country. Exclusive radio coverage direct from both the Democratic and Republican national conventions will be broadcast for KOL Seattle, WPTR Albany, New York, WITH Baltimore, KWKY Des Moines, KNUZ Houston and WINN Louisville.

All are regional independent stations. Each of the six outlets will furnish a newsman, and the news gathered at the conventions will be pooled. The stations will share costs in setting up a special news room at each convention.

The Democratic gathering begins July 11 at Los Angeles, while the Republicans will hold their nominating convention starting July 25 at Chicago.

► Public Service:

Promoting traffic safety by radio is but another way stations are serving their communities.

WJTN Jamestown, N.Y., has distributed over 500 safety posters reminding its citizens of their responsibility for safe driving. Theme of its campaign is *You Are Responsible.* The station broadcasts a tag every day on its midday newscast saying, "You are responsible for X number of days without a traffic fatality in Jamestown." The city of 45,000 has not had a traffic death in more than a year.



HONORS ARE accepted from Dr. Kenneth Wells, president of Freedoms Foundation, by T. E. Paisley, (l.) manager of WRCV Philadelphia. George Washington Honor Medal was bestowed as Annual Freedoms Foundation Award. Station was cited for a "Freedom Flight" promotion which encouraged visitors to come to Independence Hall during July, 1959. Listeners responded to the campaign.

Approaching the problem from another point of view is KONO San Antonio. The station, to remind its listeners that "it could happen to you," is flying a black flag from its four mobile news units for 24 hours after a traffic fatality in San Antonio or Bexar County. In addition, announcements are broadcast hourly over the station that the black flag is flying and someone has died. Says the station. "If its meaning is shocking, then the black flag has accomplished its purpose."

In another community project, WKCB Berlin, N.H., reached its goal of providing the Berlin amateur hockey team with funds to play for the season. In a five-hour radio campaign, the station sold stock in the hockey team at a dollar a share. The station says that more than 5,000 shares of stock were sold. Also, the hockey team was not only financially solvent for the first time in its history, but there was enough money in the treasury to finance the New England Amateur Hockey Tournament held in Berlin.

► Programming:

KHIQ Sacramento outlined its format to its listeners in a special program broadcast four times during its first day on the air. Primarily, the station says, programs will consist of melodic music, featuring famous string orchestras. In addition, it will present a two-hour classical music segment every evening, followed by a two-hour program of high fidelity recordings and locally produced tape and live music events.

Old favorites and popular music apparently benefit just as much from stereophonic broadcasting as classical music. Acting on this belief, KFAB-AM-FM Omaha, has begun to broadcast in stereo for one hour once a week. Every type of music will be featured, says the station, with a minimum of talk and a maximum of music. • • •



SALUTE TO 25 years of consecutive advertising is given by WFDF Flint at luncheon honoring Hamady Bros. The food chain began their uninterrupted advertising on the station February, 1935. (l. to r.) Jack Hamady, senior v.p.; Marvin Levey, commercial manager, WFDF; Robert M. Hamady, president; Elmer A. Knopf, general manager for the station and Francis Beilil, v.p., Hamady Bros.

BPA memo

Gospel Singers' Talent Search Draws Crowds and Votes

When the Pet Milk Company sponsored a national talent search contest for gospel singers, KCOH Houston conducted auditions. For five consecutive Sundays, the station broadcast one-hour programs to audition contestants. First prize was an all-expense paid trip to Chicago, limited to six people in a group, to appear on the Pet Milk national program. Winners were chosen by listener votes.

The response, says the station, was most satisfactory. It asserts that over 15,000 votes were written in and over 4,000 people attended the finals for which the station leased the City Auditorium.

Station Promotes Radios, Retailers Sell Them

Promoting radio through its community's retailers, WICE Providence, R.I., begins a seven-week campaign this month that represents four months of coordinated planning and preparation.

Early in January, the station surveyed the local merchants to find out when would be the best time to run the promotion. They asked if the retailers were planning or considering a portable radio promotion, and what the approximate dates of the promotion would be.

The station then announced a schedule of its on-the-air spots, which urge listeners to buy their radios at stores featuring special radio displays. The first part of the campaign, from April 1 to April 16, features an Easter gift theme with "Give a radio for Easter." The second part will emphasize "Wherever you go there's a radio."

In the third step of the effort to tie in its promotion with local merchant sales, the station sent a covering letter to cooperating merchants informing them of its schedule and advising that their promotions tie in with the radio campaign. The campaign will last until May 21, which should cover most of the retail promotions.

Honorary Memberships Say 'Thank You' for News Leads

To thank its listeners for reporting newsworthy items, CJMS Montreal has formed an associate membership in its news department.

Each week the station decides on the most newsworthy item contributed by a listener. To the contributor is presented a "Certificate of Appreciation" advising all who read it that the recipient is an associate member of the station's news department.

The first certificate bears a red seal. Should the same person submit another winning news item, he will receive a certificate with a silver seal. If, within a 12-month period he provides a third winning item, the seal becomes gold.

The station reports that its news department plans a reception for all winners at the end of the year. Further prizes will then be awarded.

Listeners Turn Salesmen, Deejay Buys Old Cocoa

When Art Ford offered his listeners of WRCA* New York the chance to sell *him* something for a change, he received sales pitches from over 1,000 people.

Among the listener items for sale, reports the station, were a circus of fleas dressed in Mexican costumes, a slightly used trolley car, a two-man submarine at $100,000 and a mastodon's tooth for four cents.

The item that sold Ford, however, was offered by a Navy Lieutenant (j.g.). It was a 50-year old cup of cocoa, salvaged from food supplies cached near the South Pole by Capt. Robert F. Scott, famous British explorer of Antarctica. • • •

*Denotes stations who are members of BPA (Broadcasters' Promotion Association)

BUYING NEW YORK? . . . BUY WICC FIRST TO SELL THE 2,000,000 RICHEST BUYERS!

SHARE-OF-RADIO-AUDIENCE
MONDAY—FRIDAY

Stations	6 AM 12 Nn	12 Nn 6 PM	6 PM 8 PM
WICC	15	12	12
WCBS	9	9	10
WINS	7	9	9
WAVZ	6	6	6
WNEW	7	5	5
WOR	5	5	6
WELI	5	5	5
WNHC	4	5	4
WMGM	3	4	6
WMCA	3	4	4
WRCA	4	3	3
WNAB	3	4	3
WTIC	2	3	3
WABC	2	3	2
Misc.	25	23	22
Total Percent	100	100	100
H.U.R.	24.9	24.0	23.1



WICC is the Dominant Sales Medium in the Four Counties in Connecticut and Long Island where 456,000 families have over $10,000 per year!

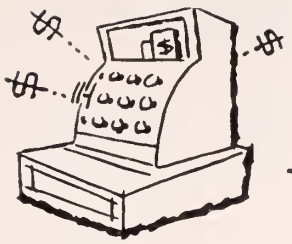
PULSE proves it.... Dozens of Blue Ribbon Advertisers know this Secret of Sales, too..... In New York Call

WICC - Circle 5-0668.

Since 1926 — ONE OF THE NATION'S GREAT NEWS STATIONS — Since 1926

HOMETOWN, U. S. A.

radio registers



CAR DEALER

State Pontiac staged an all-night sales marathon directly from its showroom on WCOJ West Chester, Pa. Using a station personality, the dealer broadcast from 9 p.m. Friday to 6 a.m. Saturday. This was followed with a one-hour program from 11 a.m. to noon, and another segment from 9 p.m. to midnight. According to the station, the radio campaign produced 23 automobile sales that weekend.

SHOPPING CENTER

MFA Exchange, a large shopping center, sponsored a recent Radio Appreciation Day promotion by increasing its schedule over KMMO Marshall, Mo., from a daily 15-minute program to 30 one-minute spots and three five-minute shows. Object of the promotion was to have MFA patrons meet the station's personalities. Despite icy road conditions, the station reports, over 750 people responded to the campaign.

BEER DISTRIBUTOR

In an effort to move out of its next to last position in the Negro market, Pfeiffer Beer placed an eight-week campaign on WCHB Detroit. Using 360 seven-second spots a week, the cost of the campaign was $800 a week. At the end of the two-month effort, the station reports that Pfeiffer Beer had moved from next to last to first place in sales.

USED CAR DEALER

East End Sales & Service, a regular newspaper user, decided to spend its entire monthly ad budget on spots over CHLO St. Thomas, Canada, as a test of radio's effectiveness. According to the station, despite the worst winter weather in years, the dealer sold 19 more cars than during the same period the year before. As a result of the campaign, the dealer has decided to spend $700 a month on radio for the rest of the year.



QUEEN

Whether she's—wife—mother—or daughter—every home has at least one and not since good Queen Bess has she wielded such power. The household—her kingdom, her scepter, your checkbook. These Queens have become the country's main purchasing agents, spending or influencing the spending of 84% of the country's retail spendable income. She controls well over 60% of the nation's wealth ...and over 35 million belong to a club—including school and church organizations. This club activity is their window on the world in general and their own community in particular. Aggressive—determined and loyal, they're waiting right now to be top salesmen and merchandisers for you and for your Station's clients — through CCA.

Three ladies is a good hand. Multiply by several thousand and you'll win every deal, if you put your money on clubs! Community Club Awards, 20 East 46th Street, New York 17, N.Y.

There are four other cards in this hand... giving your station an unbeatable combination of public service and promotion.

See us at the convention for the full story.

SUITE 2106 Conrad Hilton Hotel





report from RAB

RAB Takes to the Road to Stimulate Radio Activity

Late in May, one of the nation's largest oil companies will break in at least 100 markets with an ambitious $500,000 summer radio campaign. . . .

A top U. S. marketer of women's foundations recently ran a test radio campaign in some 20 markets. A company spokesman called the trial run "eminently successful," and indicated the firm would be in radio on a wide, heavy basis in time for the summer listening boom. . . .

A single-city radio campaign by one of the most respected names in men's and boys' clothing—a field often cool toward radio—played an "important role in . . . one of the most successful promotion ventures . . . the company has undertaken." This report came from a top-level company official who indicated the company would "most definitely use more of the same technique" in 1960. . . .

Radio Advertising Bureau reports that in all three cases the initial radio buy was influenced by one of the members of its national sales department.

The RAB sales force hardly limits its "specific sell" calls to New York advertisers and agencies. In the course of a year, says RAB, its members together with other RAB executives, amass more than one million miles of airline travel. In 1959, for example, RAB states its exectuives covered more than 400 cities in the U. S. and Canada, pitching the power of radio to more than 2,500 advertisers and agencies.

Recently, the bureau took stock and counted executive noses during an average week, in this case the seven days commencing November 16, 1959. During that autumn week, RAB key men were covering the map, dealing with radio in 11 separate states and the District of Columbia.

Kevin B. Sweeney, RAB's president, in San Francisco that week, made 12 calls on national and regional advertisers. At least two of these calls, the bureau states, have since resulted in positive radio action.

In Detroit, a few jet hours away, Robert V. Coppinger, head of RAB's national automotive group, called on 11 Motor City advertisers. Among the presentations, Coppinger included a 15-market "specific sell" proposal for one of America's biggest buyers of advertising.

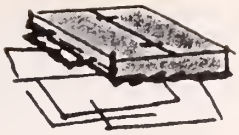
Robert H. Alter, manager of sales administration, was in New Orleans telling the National Association of Travel Organizations — representatives of an industry that annually spends more than $90 million for advertising — that "With your limited campaign of travel folders and Sunday classified advertising you are failing to tap the tremendous fountain of impulse customers available to radio advertisers."

RAB executives that week were also attending to another bureau function—the service it extends to member radio stations. Warren J. Boorom, vice president and director of member service, was assisting small-market stations in upstate New York in solving individual sales problems.

At the same time, covering the other end of the continent, were two of RAB's member service division managers. Patrick E. Rheaume was in Nevada, Arizona and California assisting RAB member stations there in the development of new sales techniques, while Maurice "Doc" Fidler toured Oregon and Washington and met with radio station executives there.

Also on the road, Miles David, the bureau's vice president and director of promotion, was in Washington, D. C., discussing with top officials of the Bureau of the Census the radio set study which will be a part of the 1960 census. Harold S. Meden, promotion manager, was in Cleveland that November week supervising radio advertising plans for the Higbee Co., RAB's "$64,000 Challenge" department store. • • •

report from representatives



Negro Stations Seen As Good Examples of Specialized Radio

Two developments of the last 10 years appear to have reached a converging point that the alert radio advertiser has not overlooked.

"These events," says Don Waterman, sales manager of Bob Dore Associates, "are the specialization of radio and the maturation of the Negro market. As a result of the growth in these areas, the Negro market has developed into an important one for a continually widening group of advertisers. And more and more of these advertisers are discovering that radio is probably the most effective way to reach the Negro."

"Psychologically, the Negro market is a separate and individual entity," Mr. Waterman points out. "In the past decade, it has emerged from its previous status of a marginal and somewhat of a novelty outlet, into a lucrative and well-established selling area. (See *Negro Radio,* December, 1959.) In terms of its importance and sales impact, Negro radio today is enjoying the status of radio in the pre-television period. By this we mean that it is almost impossible for any advertiser to ignore the sound medium if he wants to sell his merchandise successfully in the Negro market."

A presentation the representative firm has drawn up pinpoints many of the reasons why radio is effective in reaching the Negro market. The presentation states that "Whether tailored to a geographical locality or to a particular group, specialized radio appeals personally to the members who comprise its audience. Radio reaches the individual. It serves as a leader in the community. As an advertising medium this personal rapport between the broadcaster and the listener makes radio all the more effective."

"A good example of the effectiveness of radio as a medium for reaching the Negro," Mr. Waterman states, "is the recent experience of Pfeiffer beer. The advertiser used a concentrated campaign on a Negro outlet in Detroit. As a result of the radio effort, Pfeiffer moved from next to last to first place in the sale of beer in the area's Negro market.

"Beer," he continues, "is typical of the type of consumer product that can benefit greatly from the use of Negro radio. Foods, drugs and home remedies, cigarettes and automotive products are also high on the list of merchandise that can be effectively sold by advertising on the Negro radio station."

Community Leaders

It is pointed out that one of the strengths of specialized radio is its ability to become the focal point of community activities both on and off the air. "This factor appears to be particularly strong in the Negro market. The stations very often assume the position of community leaders and spokesmen. As a result of this, the merchandising techniques developed and used by Negro outlets are usually quite effective both for the station and its advertisers."

As an example of the type of merchandising activity being generated by Negro stations, Mr. Waterman mentions a station in San Francisco that has scheduled a Food and Home Show for the middle of next month. "The show, which will be held in a large auditorium, is designed to give advertisers the opportunity to display their merchandise, give demonstrations and personally come into contact with thousands of Negro families in the area.

"The role of the on-the-air personality is another important factor in the effectiveness of the Negro station. We have found that the popular deejay can be a very effective link between the advertiser and the consumer in the Negro markets," Mr. Waterman concludes. • • •



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soothing
ingredient—

NO-YAK

570 WBAP

RADIO REFINED

7:30 AM | 10:30 AM | 3 PM

WBAP 570
Fort Worth - Dallas
3900 Barnett, Fort Worth
See PETERS, GRIFFIN, WOODWARD

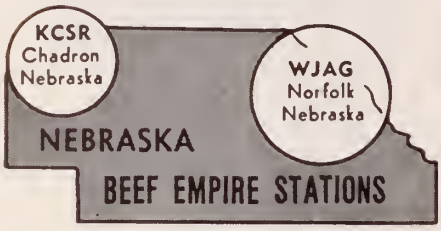
Consultation and creative marketing services for clients in broadcasting and related fields

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Covering Nebraska's Rich Beef Empire

Where Agri-Business is Big Business



WJAG—Independent farm voice · NE Nebraska since 1922. 29-county (NCS) market—1000 w.-780 K.C. — $498,675,000 Consumer Spendable Income—Retail Sales $424,447,000 —124,740 radio homes—42% more listeners.

KCSR—Chadron, Nebraska, "Beef Empire" market—$411,870,000 Consumer Spendable Income—$297,120,000 Retail Sales—70,540 radio homes. Commands 22% to 56% more "unduplicated homes."

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WALKER-RAWALT CO.
New York — Chicago — Boston
Kansas City — Los Angeles

NOW we can offer you
PROVEN RESULTS*
with these
TELE-BROADCASTER STATIONS

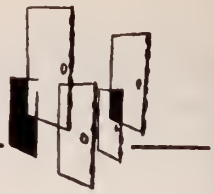
IN Hartford (CONNECTICUT) - WPOP
IN Kansas City - KUDL
IN Los Angeles (SPANISH LANGUAGE MARKET) - KALI
IN San Francisco (SAN MATEO) - KOFY

★ TOP RATINGS IN AUDIENCE
★ MORE LISTENERS PER DOLLAR
★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

report from agencies



When the Ad Council Asks, Radio Answers the Call

"There has not been one single day for the past 18 years when broadcasting has failed to deliver a vital message in the public service," said Theodore S. Repplier, president of The Advertising Council, to the Advertising Federation of America at its recent annual conference in Washington, D.C.

The Advertising Council, agent of the advertising industry for public service advertising, says that over $180 million was contributed in time and space to public service campaigns last year. "There is nothing in any other country in the world that can match it as a voluntary effort of private enterprise," says Mr. Repplier.

"Supporting the enterprises of the council in such causes as the *Crusade for Freedom* and the *Red Cross Fund Drive* are organizations that represent all branches of the advertising industry, including advertisers, agencies and media. They contribute their time, talent and money to about 15 major national campaigns a year," a council spokesman states.

The NAB is one of the six constituent organizations of the council. Through the broadcasters' group the council can reach virtually every station throughout the country for cooperation in its drives.

"Getting the message to the public through radio depends completely on the voluntary cooperation of the stations and networks," explains Elenore Guinchi, radio and tv service manager for the council. "We have no precise check on how often our stories are told, though we do get some indication through a sample postcard check, and from the Nielsen reports on impressions on network shows. The Nielsen reports, incidentally, are contributed, too.

"However, our main concern is not gathering statistical results, but distributing information. And we are very much aware that broadcasters have been wholeheartedly cooperative in transmitting our messages."

All major networks cooperate in the Radio-Tv Allocation Plan by carrying messages weekly on their sustaining programs. And each participating advertiser who sponsors a weekly show agrees to broadcast a message for one council campaign every five weeks, it is pointed out.

When the council accepts a campaign (which must, first of all, be non-commercial, non-partisan and non-political in its purpose), it turns it over to a volunteer agency to provide the creative work.

"All the creative work that goes into our announcements is contributed on a voluntary basis," says Maxwell Fox, public relations director for the council. Much of the copy is written during spare time and on weekends when it won't interfere with commercial accounts. But we never have any trouble in finding a suitable agency for the campaign.

"Once the material is ready it is prepared in kit form, with copy, fact sheets and background information. This is sent out to every station in the country. From there it is up to them to deliver the message, either by selling it to an advertiser or by contributing free time."

Radio is contributing heavily to the current drive to inform the public of the importance of the census. Especially this year, when an advance questionnaire was sent by the Census Bureau through the mails, educational advertising was important, a council spokesman stated.

Other campaigns to which radio will contribute in 1960 will include Books from America, an appeal for books for foreign readers abroad; Help Launch Hope, a campaign to raise funds for a floating medical ship to provide medical aid and instruction to people of Southeast Asia; Aid to Higher Education, and Religion in American Life. • • •

report on FM

Station Survey Profiles Fm Situation in Florida Market

WFLM-FM Ft. Lauderdale, Fla., has added to the steadily mounting statistical data on the fm market. The station, which went on the air about two months ago, conducted a survey just before starting its operations. Objective of the study was to determine fm radio ownership and listenership in Broward County, Fla.

Fm radio ownership in the area, the study shows, "is now about 33 percent of all wired homes. This represents a significant growth over an ownership rate of about 20 percent measured in a similar survey conducted in 1958." Refining this figure, it was learned that 26 percent of the households with fm receivers actually listen to fm broadcasts (19 percent listen on a regular, daily basis.) Compared with the 1958 report, the survey shows that "Broward County has had a 100 percent growth in fm listenership in about 18 months."

A "marked dispersion" of fm radio listening is noted, with 10 percent of the listening homes accounting for 30 percent of the fm radio listening. "Conversely, 28 percent of the listening homes do only six percent of the fm radio listening."

Considerable attention was given to the extent of fm radio ownership among the various socio-economic classes. Included among the findings of the survey was the fact that there is a higher incidence of fm radio ownership among renters (38 percent) than among home owners (32 percent). According to the survey, "this difference is statistically significant. It suggests that fm radio has wider appeal to the younger, mobile, renter type of individual than it has to the older, more static home owner.

"There is a significantly greater rate of fm radio ownership among homes having married couples in residence (37 percent) than among their single person counterparts (22 percent). The low rate among unmarried persons can be explained perhaps by the fact that single-person homes in Broward County are largely composed of widows and widowers. Perhaps, being older, they have less interest in the hi-fi qualities offered by fm reception."

A definite relationship between fm receiver ownership and occupation and income level was brought out by the survey. It was found that 77 percent of the professionals owned fm sets; proprietors accounted for 39 percent; supervisors and managers were at the county average with 33 percent, and blue and white collar workers accounted for 30 percent. It is also pointed out that "almost half of all fm radio sets in the county are located in homes where the breadwinner is a professional, proprietor or supervisor."

Other facts brought out by the study are that the homes with children have a higher incidence of fm radio ownership (35 percent) than do childless homes, and that homes which have one or more occupants at work show a higher saturation of fm ownership than do retirement homes (31 percent). Both of these findings are seen as indications that fm radio is more popular "among the younger, more active, more productive segments of the Broward County economy."

In summarizing the results of the survey, it is stated that "There is room for improvement in promoting greater use of fm radio. Forty percent of the present fm radio owners, (in Broward County) listen to their sets only occasionally. There has been a big improvement in fm listenership, however, and as more stations come on the air and fm radio becomes even better known, listenership will doubtless improve." • • •







HOLLINGBERY can tell you how

WeeReBeL Radio programs to the adult audience with top buying power in Georgia's second market.

COLUMBUS' CBS affiliate with imaginative, quality programming — high fidelity sound, Plus Stereo

5000 Watts - 1420 KC

WRBL AM and FM

COLUMBUS, GEORGIA

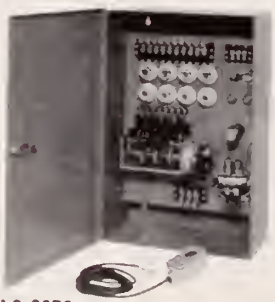
DO YOU HAVE AN OBSTRUCTION LIGHTING PROBLEM?

Your Best Answer is

HUGHEY & PHILLIPS, INC.

—the most dependable source of Obstruction Lighting Equipment.

—the widest selection of Control & Alarm Apparatus in the industry.



Model LC 2076

For 4 towers with "A-2" or "A-3" lighting, FOUR CIRCUIT FLASHER, PHOTO CONTROL with 20 ft. remote photo-tube cable. 115/230 V (indoor housing).

MANY OTHER MODELS AVAILABLE

Write for literature on your specific problem

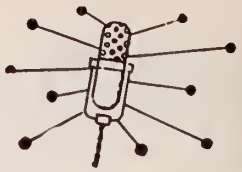
HUGHEY & PHILLIPS, INC.

Manufacturers of

300MM Beacons, Obstruction Lights, Photo-Electric Controls, Beacon Flashers, Special Junction Boxes, Microwave Tower Light Control and alarm Systems, Tower Isolation Transformers, and Complete Kits for: Tower Lighting, Sleetmelter Power and Control.

3200 N. San Fernando Blvd. Burbank, Calif.

report from networks



► NBC:

NBC radio has signed contracts totaling $6 million since the first of the year, reports George A. Graham, vice president and general manager of the network. Among the major advertisers signing contracts were the Liggett & Myers Tobacco Co. and General Mills, who both bought 52-week participations in the *Monitor* schedule. Electric Auto-Lite and Life Magazine signed for six-week campaigns and the Longines Watch Co. bought a five-week schedule.

In another development a new series called *Image America* is now underway. According to Albert L. Capstaff, vice president, NBC radio network programs, "It is the most ambitious project yet planned in the NBC Image series."

The program was planned in cooperation with the Fund for Adult Education, established by the Ford Foundation. The Fund will also cooperate in obtaining the advisory services of authorities in the various fields of American life covered by the series.

According to Mr. Capstaff, at least 24 hours and as much as 40 hours of broadcast time will be utilized in the series. Among the topics to be covered are the patterns, problems and trends in the political scene, family life, urban living, labor unions and big business in America.

CBS:

Throughout the year 1959, the CBS network broadcast an average of 18 of the 25 most popular sponsored programs of all networks, according to Arthur Hull Hayes, president of the CBS radio division, in CBS Inc.'s 1959 annual report.

Mr. Hayes also mentioned in the report that news and public affairs broadcasts averaged 120 a week for the year.

ABC:

For the 1960 period ending February 15, ABC reported a total of $1.8 million in billings. President Edward DeGray described this development as "one of the most active selling periods in years."

The network reports that 20 advertisers make up the list of sponsors. Among the new advertisers are General Mills, for Cheerios; National LP—Gas Council; Kiplinger Reports and Vick Chemical Co. Renewals came from General Motors Cadillac Division; Hudson Vitamin Products and the Curtis Circulation Co., among others.

► MBS:

To emphasize the importance of radio to election year America, the Mutual promotion department has prepared a series of 20- 30- 60- and 90-second spots now being aired over the Mutual network. Additional copy, pinpointing primaries, the convention and the election itself, will be added to the campaign through election eve, Nov. 7.

A sample of a 20-second spot is: "Roosevelt. Truman. Eisenhower. All great broadcasting personalities. What great broadcaster will be in the White House next year? Ahead of us is the presidential sweepstakes for 1960. Radio plays a vital role—Mutual Network radio—bringing you all the facts, as they are, when they happen. . . ."

► KEYSTONE:

The Keystone Broadcasting System has announced the addition of 12 new affiliates. They are: KDXE North Little Rock, Ark.; WGOR Georgetown, Ky.; WPLB Greenville, Mich.; KTTN Trenton, Mo.; KNCY Nebraska City, Neb.; WCNL Newport, N. H.; WMPM Smithfield, N. C.; WTOE Spruce Pine, N. C.; WKSK West Jefferson, N. C.; KBUY Amarillo, Tex.; KRIC Beaumont, Tex., WLES Lawrenceville, Va. • • •

report from Canada

CBC Experiments with Stereo And a Tri-City Fm Network

Two experiments are getting under way in Canada under the auspices of the Canadian Broadcasting Corporation. One is a three-city fm network that began operations during the first week in April. The other is a series of stereophonic broadcasts on three Toronto stations.

Canada's first fm network links CBM-FM Montreal, CBC-FM Toronto and CBO-FM Ottawa. For the first 18 months, according to Alphonse Ouimet, president of CBC, the network will be on an experimental basis. He asserts that the commercial potential of fm will be assessed before final policy with regard to commercial messages is decided.

"There will be no advertising at first," explains Jack Lusher, publicity officer for the CBC, "until the network has been operating for a while. Then we will decide what kind of sponsors we want and may begin to accept sponsored programs within the 18-month experimental period. The kind of sponsor who would be attracted to the network would naturally be limited by the programming format."

The programming fare includes good live music as well as recorded music, Mr. Lusher points out. Recitals, picked up from Trans-Canada, Dominion and French network concerts, as well as from the British Broadcasting Corporation and Radiodiffusion-Télévision Française will be broadcast from time to time. It is also hoped that the programs will be exchanged with fm stations in the United States.

In addition to its musical schedule, the network is broadcasting news, discussions-in-depth, commentary and "as much live entertainment as a necessarily limited experimental budget can provide."

The operation is bilingual. A detailed program resume is broadcast in French and English at the beginning of each day's schedule. Generally speaking, there are no interruptions for translation purposes, according to the CBC.

Programming is on a daily basis. Monday to Friday, the stations broadcast as a network during the evenings until midnight. An expanded Saturday and Sunday schedule begins at noon and continues to midnight. Programs are not bound to traditional half-hour and one-hour lengths, a spokesman says, but may be extended at times to two or three hour periods, or scheduled to the length demanded by the subject.

The experiment in stereo, says Mr. Lusher, is actually a resumption of a test undertaken last year. "It was quite successful and popular. Two of the stations are am and one is fm. The program, called *90 in Stereo,* can be heard from 7 to 8:30 p.m. every Saturday, over either CJBC and CBC-FM, or over CJBC and CBL."

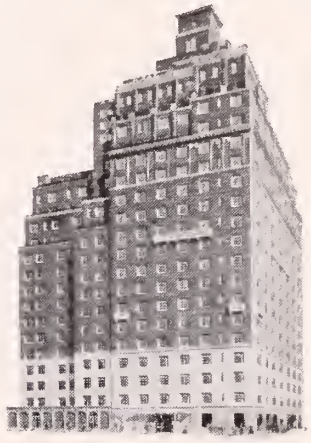
The first half-hour of the 90-minute program is devoted to stereophonic recordings. During the last hour, the CBC Light Concert Orchestra performs live music, ranging from popular to classic, with vocalists and instrumentalists as guests.

"These experiments," says Mr. Lusher, "are part of CBC's continuing effort to provide better service in sound for Canadian listeners. The response to our first stereophonic broadcasts has resulted in a new series in stereo. What happens to the fm network, too, will depend on the results of the 18-month test." • • •

WITHIN A STONE'S THROW OF COMMUNICATIONS ROW!

One of New York's most desirable locations

MADISON AVENUE AT 52nd STREET



A Bigger and Better

Berkshire HOTEL

Just steps from anywhere... now with 500 individually decorated rooms and suites — and completely air conditioned.



The magnificent new

BARBERRY

17 E. 52 St.

Your rendezvous for dining deliberately and well... open every day of the week for luncheon, cocktails, dinner, supper.

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KNOTT HOTELS

KMA-960

Covers 67 Counties* In 4 Top Farm States

Radio KMA enjoys a 35-year history of service to agriculture in the nation's prosperous cornbelt. Listener loyalties developed over the years by KMA personalities pay off in sales for numerous top national advertisers. You're in good client company when you sell on KMA, the most trusted voice in midwest radio.

A big 69% of the people in these 67 counties live on high gross income farms or in small towns of 2,500 or less. Let your Petry man show you how to fill the metropolitan gap by using 960 in 1960.

*NCS #2

KMA — THE HEART BEAT OF THE CORN COUNTRY
SHENANDOAH, IOWA
5000 WATTS 960 KC ABC
Affiliated with KMTV OMAHA

Meet
DAREN F. McGAVREN Co.
Radio Station Representatives
NEW YORK • CHICAGO • DETROIT
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FOR FACTS ABOUT NATIONAL SALES
. . . ask the man who knows!

at the
EXECUTIVE HOUSE

DAREN F. McGAVREN, President
RALPH GUILD, Executive V.P.

N.A.B. CONVENTION
April 3rd thru 7th

radio research

Pulse Stresses Qualitative Research Needs for 1960

If you check The Pulse Inc., you'll find that the prospects for radio research have never been more exciting.

"The impetus given qualitative research by stations," states George Sternberg, service director, "is enabling them to supplement the customary 'how many' approach with 'who are they' and 'what do they think and do.'"

As a result, Pulse for 1960 is stressing the qualitative needs of radio. At this year's National Association of Broadcasters convention, the research organization kicks off this drive. It will have a four-man team available to discuss with stations confidentially the various ways qualitative research can help solve a management or sales problem.



George Sternberg

Recent Interest

Although Pulse traces its first qualitative-type study to seven or more years ago, Mr. Sternberg says the interest and enthusiasm by stations have been manifested to a large degree the last six months. The company now lists about 100 clients who have bought such studies.

Mr. Sternberg points out that the types of stations that are interested in qualitative studies defy categorization. They are small stations and large stations; stations that are in the top ranking in their markets and those that are not; independent operations as well as network affiliates.

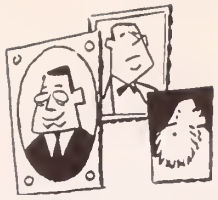
"The very nature of qualitative research," says Mr. Sternberg, "offers countless avenues that stations can pursue in attempting to define the characteristics of the audience and what their listeners think and do."

Mr. Sternberg illustrates five areas of qualitative research that can aid stations in solving their management and sales problems:

- Station image—What comes into people's minds when they think of a station? What station do listeners turn on first and why? What station do they prefer for news?
- Audience image — *Who* listens to a particular station? Breakdowns of audience by ages. Analysis of weekly expenditure for food and groceries by listeners.
- Audience reaction — What impact does a station have on its audience? Audience loyalty. Awareness of commercial message.
- Audience determination—Where is a station's audience —in the home, out of the home? Who selects the station or program? Characteristics of the persons selecting.
- Market data—What kind of a market does a station serve? What jobs do the people work at? Before-and-after effectiveness tests. Brand penetration to determine trends.

Pulse's Mr. Sternberg declares that a station's complete research needs can only be satisfied when qualitative and quantitative research are used in combination. "They go hand in hand," he says. "Each is most effective when complemented by the other." • • •

names and faces



Noting the Changes Among The People of the Industry

AGENCIES:

Claire Crawford, formerly with WORL Boston, has joined E. F. Wheeler & Co., as v.p. in charge of the radio dept.

Jan van Emmerik rejoins Lennen & Newell Inc., New York, as associate media director. **Frank Howlett,** formerly media supervisor, named assistant media director for broadcast buying. **Anthony J. Pan,** commercial production director, appointed senior v.p.

James K. Graham, tv and radio producer, promoted to associate director, tv/radio dept., Reach, McClinton & Co., New York.

Dr. Wallace H. Wulfeck elected vice chairman of the board, William Esty Co., New York.

Gerald D. Roscoe, formerly with the Bresnick agency, Boston, has joined Donahue & Coe, New York, as v.p. and account supervisor.

Ralph C. Robertson, formerly advertising director of B. T. Babbitt Inc., appointed senior v.p. and elected to the board of directors of Geyer, Morey, Madden & Ballard Inc., New York.

STATIONS:

Parker Daggett, local sales manager, promoted to general sales manager, WRIT Milwaukee.

Arthur L. Knott, formerly with the *Denver Post,* has joined KFML Denver as general sales manager.

Wallace L. Hankin, formerly manager WAGE Leesburg, Va., named president and general manager, WCUM-AM-FM Cumberland, Md.

Alan Lisser, program director of KBIG Catalina, Calif., promoted to v.p. of the John Poole Broadcasting Co. **Wayne Muller** named sales manager of the station.

David E. Lyman, formerly program director of WLEE Richmond, Va., named to same post at CKLG Vancouver, B. C.

Jim Brown promoted to local sales manager, KSFO San Francisco.

Mike Grant, newscaster and producer, appointed program manager, WCAU Philadelphia.

Gerald Blum, formerly national sales representative of Commercial Recording Co., Dallas, appointed to newly created post of regional sales manager for WLEE Richmond, Va.

Ed McMullen, formerly on the sales staff, named eastern regional sales coordinator, WINS New York. **Gale Blocki,** of The Bolling Co., becomes midwestern regional sales coordinator.

Walter Martell, formerly with KTOE Mankato, Minn., named account executive, WNAX Yankton-Sioux City.

Curt White, previously program director, named general manager, WDMV Pocomoke City, Md.

Robert McAuliffe promoted to sales manager, WMAQ Chicago.

Joseph Wolfman, formerly general manager KSON San Diego, appointed sales coordinator, KBOX Dallas.

Howard Williams, formerly administrative assistant, promoted to programs operations manager, WMAL Washington, D. C.

Andy Ockerhausen, formerly national sales representative for WMAL and WMAL-TV Washington, D. C., appointed sales manager, WMAL.

Elmer A. Knopf appointed general sales manager, WFDF Flint, Mich. He was also elected to fill a vacancy on the station's board of directors.

Dwight Case, formerly local sales manager, named sales manager, KRAK Stockton-Sacramento. **Jay Hoffer,** formerly in charge of national advertising for ABC-TV New York, appointed station manager.

REPRESENTATIVES:

Martin Mills, formerly director of research and sales planning for the Keystone Broadcasting Co., has joined the Meeker Co. as director of research.

Richard C. Phelan, previously salesman for the Illinois Mid-Continent Life Insurance Co., appointed to sales staff of Grant Webb & Co., Chicago.

Irwin W. Unger moves to Headley-Reed Co., Chicago, from Gill-Purna. **Norman E. Roscher,** from The Bolling Co., named to the sales staff of the same office.

Rollin P. Collins Jr., formerly account executive, WBBM Chicago and WNDU South Bend, has joined the sales staff of Edward Petry Co., Chicago.

John Brennan named to sales staff of The Katz Agency Inc., Minneapolis.

Paul O'Brien, formerly with NTA Spot Sales, named to sales staff of Broadcast Time Sales, New York. **Robert F. Cronin** named new business development manager, midwest division.

NETWORKS:

Thomas A. Velotta named v.p. for special projects, news and public affairs dept., ABC.

Loren R. Hollembaek, formerly sales promotion manager, WBBM Chicago, named manager of sales presentations, CBS Radio Network sales dept., Chicago.

Steven J. McCormick, MBS news director, elected v.p. in charge of news and Washington operations. **Joseph F. Keating,** program director, elected v.p. operations and programs. **Norman Baer,** New York bureau chief, named director of news and special events for the network.

John K. West, formerly v.p. in charge of the Western division, named v.p., West Coast for NBC. **Thomas W. Sarnoff,** v.p.-production and business affairs, appointed v.p., administration, West Coast.


Robertson


Case


Daggett


Hankin


Wolfeck


Pan


O'Brien


Grant

EDITORIAL



. . . radio lost a friend

THE PASSING OF HAROLD FELLOWS

As activity at headquarters of the National Association of Broadcasters reached a fevered pitch because of convention planning and Washington investigations, radio lost a leader and a friend.

The untimely passing March 8, 1960, of Harold Everett Fellows, NAB president and chairman of the board, took from the radio scene one who advocated its causes and understood and appreciated its aspirations.

But the significance of his leadership can only be measured in terms of his accomplishments.

His industry-wide contributions date back to 1945, when as an NAB committee member, he assisted in the development of the Standards of Good Practice for Radio Broadcasters. This instrument has steadily gained in stature under his aegis. And just last month the radio board opened the standards to non-member stations and agreed to strengthen the enforcement provisions.

SELF-REGULATION

Mr. Fellows was at the forefront of the industry's fight to maintain its cherished self-regulatory position.

He told the Federal Communications Commission last January: "In effect, what we have said here is that we believe the Government should stay out of programming *per se*— that self-regulation by the broadcasting industry, even with its limited sanctions, is more in keeping with our democracy than government control, whether by lifted eyebrow or by lifted mace.

"Self-regulation is not an easy process, nor is it swift. In the purest sense, it is motivated by an instinct for decency, not by fear of punishment . . .

"What we have built in broadcasting . . . is reflective of that mood and that precious concept —that the people choose. Anything that is done, however innocent its origin, to limit the natural flourishing of that choice on the part of the people is contrary to the public interest."

RISE TO PROMINENCE

Mr. Fellows was born March 22, 1899, in Amesbury, Mass. He was graduated from high school in Haverhill, Mass., and attended New York University where he majored in business administration and advertising. He later took courses at Burdett College, a business management school in Boston.

His first contact with radio was as a singer on his own radio show in 1929. That year he was employed by the Harry M. Frost Advertising Agency, Boston, and became the first agency radio director in that city. He entered the industry in 1932 as assistant manager and commercial manager of WEEI Boston.

In 1936, he was made general manager, a position he held until becoming president of NAB June 4, 1951. From 1944 to 1951, he also held the position of manager of operations of CBS in New England.

He was a dedicated servant of the industry as well as a student of its problems. His devotion and conscientiousness will be missed.

Hal Fellows, in his service to the industry, became a very tired man indeed—we wish for him a most peaceful rest.

PEOPLE work–play–*LIVE* by RADIO!





WHO Radio Holds a Big Lead in Total Radio Audience in America's 14th Largest Radio Market, Sign-On to Sign-Off!

RADIO'S a family affair in the vast 93-county area called "Iowa *PLUS!*" Yes Sir, here in "Iowa PLUS"—as in few other markets in the country—thousands of high-income families *WORK, PLAY, LIVE* by *RADIO!*

These families recognize and demand *mature* radio. They know WHO Radio fills the bill. WHO Radio is, and has been for 36 years, *aggressive, alert, alive!* WHO is radio at its sparkling best; offering the finest in entertainment, news, sports, and special features.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience —first place in every quarter hour surveyed —the balance being divided among 88 other stations!

See that your announcements reach "Iowa PLUS"—the "cream" of Iowa's tremendous radio audience! Your PGW Colonel has the details on Iowa's *only* big-audience station!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

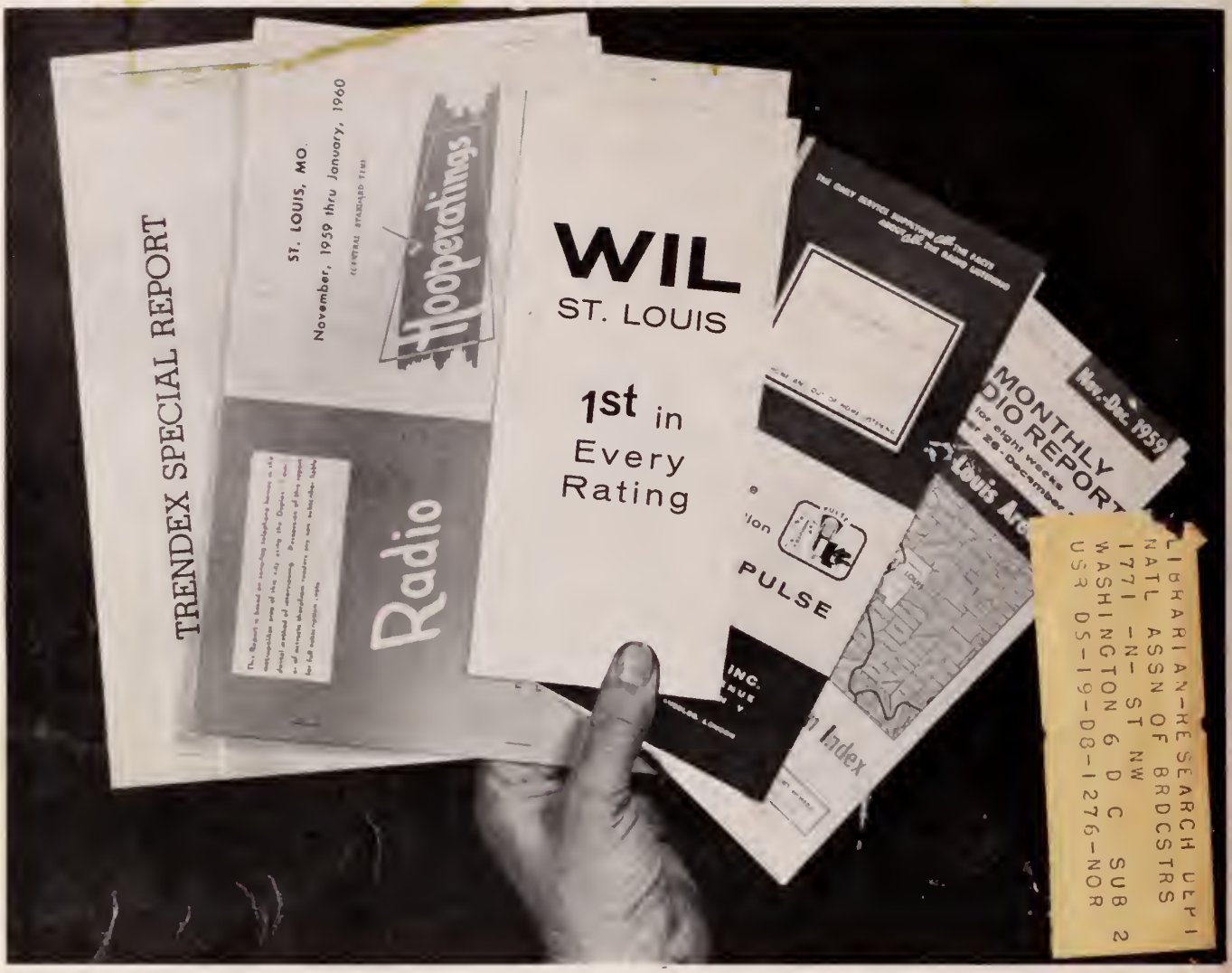
NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *Representatives*



FULL HOUSE
FOR PROFIT

Nothing beats it . . . the feeling you have when the pot's loaded and you know right down to your socks that you hold the winning hand! In St. Louis, you can always count on the WIL hand to rake in the chips. When they're "called", the cards WIL shows are original programming, magnetic personalities and bulls-eye salesmanship . . . cards you'll always find in the Balaban deck. So, deal yourself in to WIL selling power and put it to work selling your products and your services.

THE BALABAN STATIONS
in tempo with the times
John F. Box, Managing Director
SOLD NATIONALLY BY
ROBERT E. EASTMAN

WIL ST. LOUIS
WRIT MILWAUKEE 1st in Market
KBOX DALLAS 2nd in Market

for buyers and s

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RADIO

VOL. 4—NO. 5

MAY

1960

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RADIO IN THE PUBLIC INTEREST



is special issue —
xamination of
n's performance in
American community

page 24



the word is emphasis



VOICE



...with audience among top 10 in America!...and first in Cincinnati!

For 38 years now, WLW has been one of the Radio leaders of the Country. WLW consistently rates among the top 10 largest audiences of the more than 3500 Radio Stations in America. And WLW also has the largest audience of any Cincinnati Radio Station.

These WLW spectocular audience ratings are due to two important factors:

1. *The WLW World's Highest Fidelity AM transmission*—developed exclusively by Crosley Broodcasting engineers.

2. *The WLW programming*—o concept of progromming with broad oudience oppeal, especially in music, information ond news.

So when buying Rodio time, call your WLW representotive. You'll be glad you did!

WLW AUDIENCE SUMMARY DATA

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION.....Per Week.....

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

In addition, WLW delivers more than 174,000 homes outside of these areas on a daily basis.

WLW Radio—one of the *dynamic* WLW Stations! Crosley Broadcasting Corporation, a division of **Avco**

And *Emphasis* is the popular new NBC Radio Network feature heard eight times each day, between 9 am and 5 pm, immediately following "News On The Hour."

Emphasis' perceptive five-minute close-ups on people, places and events provide attractive, enlightening background for women about the home... and for a broad cross section of America. Proof for this comes from all across the nation, day after day, in the form of letters. Thousands of letters – completely unsolicited – all asking for copies of favorite *Emphasis* programs they have heard.

What explains *Emphasis*' universal appeal? Its discerning commentators and their choice of lively subject matter. Every day listeners can hear Morgan Beatty, David Brinkley, Alex Dreier, Pauline Frederick, Wilson and Lee Hall, Chet Huntley, Robert McCormick and Ray Scherer reporting on topics as vital and varied as they are entertaining.

Advertisers, too, will find emphatic reaction to *Emphasis*. In just one week 10 announcements will deliver more than 16 million commercial impressions for only 51¢ per thousand.

Put the selling power of *Emphasis* on your advertising schedule... as part of the Sound of the Sixties on

THE NBC RADIO NETWORK



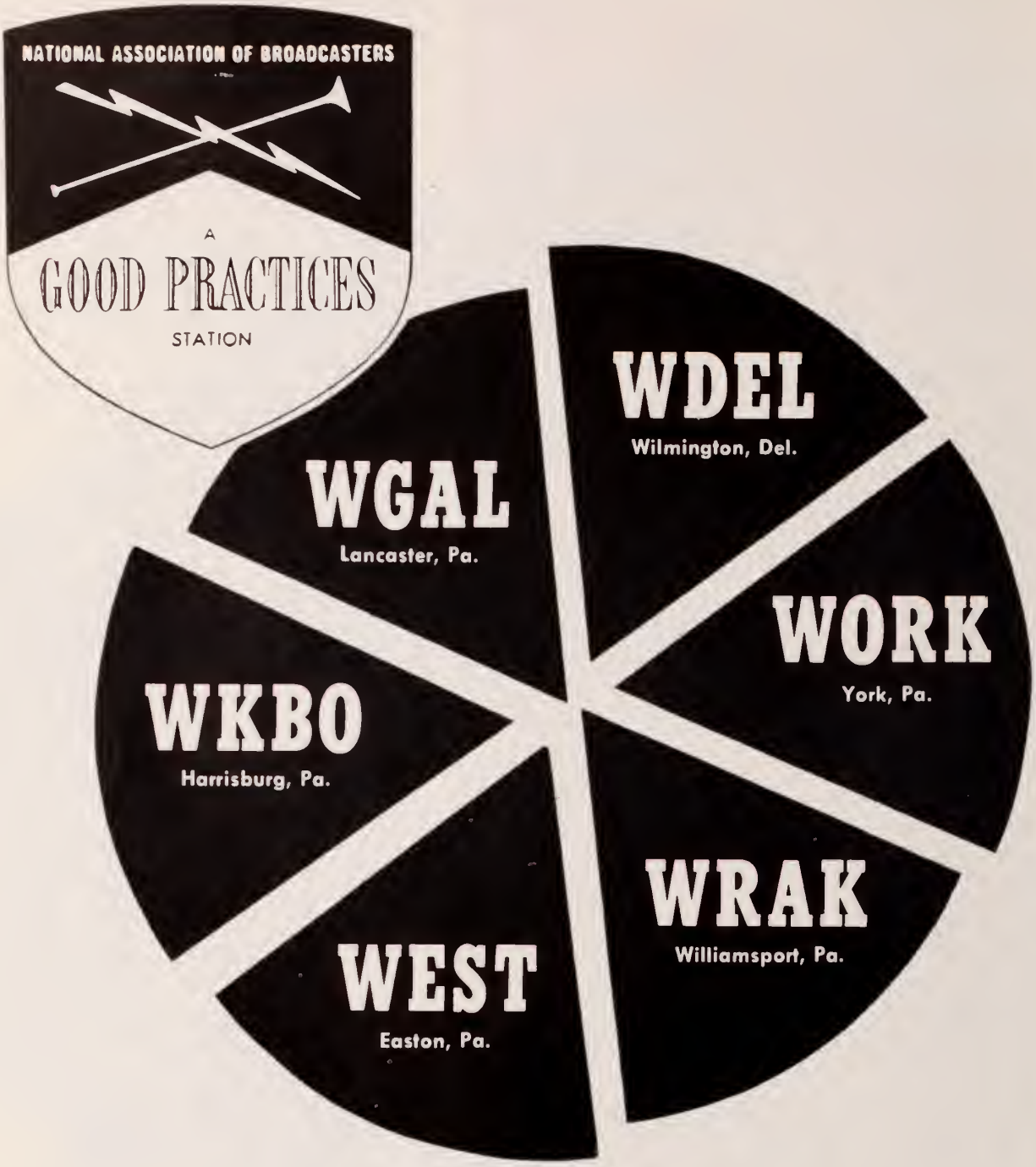
"As long as there is a voice, there is hope . . ." Since World War II, the Voice of America has been the voice of freedom and truth and hope for peoples of the world.
And for these past 18 years, the Crosley Broadcasting Corporation is proud to have played a part in this Voice of America. Since 1942 Crosley has operated 6 transmitters near Bethany, Ohio, as a link in the Voice of America, International Broadcasting Service of the United States Information Agency helping to beam broadcasts in 37 languages to countries of the globe.

OF AMERICA

This is one of the many public services of the Crosley Broadcasting Corporation, whose principle has always been that its WLW Radio and TV Stations must give endless service to their communities.
And thru cooperation with the Voice of America, it is service to the community of the world.
This is our pride and our privilege.



Crosley Broadcasting Corporation,
a division of **Avco**

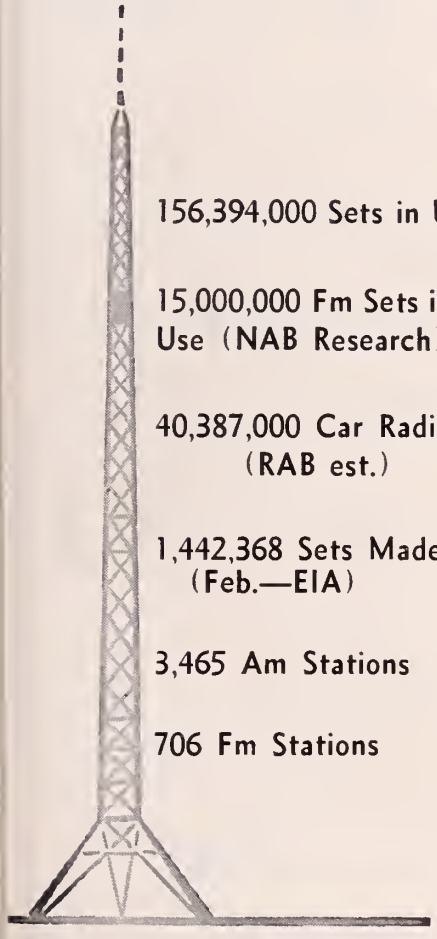


We earnestly pledge to meet fully our individual community responsibilities and pursue in every possible manner, opportunities to serve the public interest. As N.A.B. stations, we proudly observe the association's standards of good practice.

STEINMAN STATIONS · Clair McCollough, Gen. Mgr.



Radio's Barometer



156,394,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

40,387,000 Car Radios (RAB est.)

1,442,368 Sets Made (Feb.—EIA)

3,465 Am Stations

706 Fm Stations

Spot: Billings for the first third of 1960 are 58 percent ahead of the same period last year, it is reported by Broadcast Time Sales. The record-breaking increase, according to BTS, was made with the same group of stations represented in 1959.

Network: The Pepsi-Cola Co. recently moved into the top position as a network advertiser in terms of total home broadcasts delivered, according to the monthly A. C. Nielsen Co.'s index for the period ending March 6. Beverage company totaled 171,941,000 home broadcasts delivered, using 382 broadcasts. In second position is R. J. Reynolds Co. with 132,538,000 total home broadcasts delivered via 300 broadcasts. Pharmaco Inc. is next with 129,571,000 home broadcasts delivered using 357 broadcasts. Network leader in commercial minutes is Pharmaco, the Nielsen index shows, with a total of 103,013,000. Whitehall-American Products follows with a total of 90,125,000 commercial minutes delivered, and Time Inc. is next with 82,022,000.

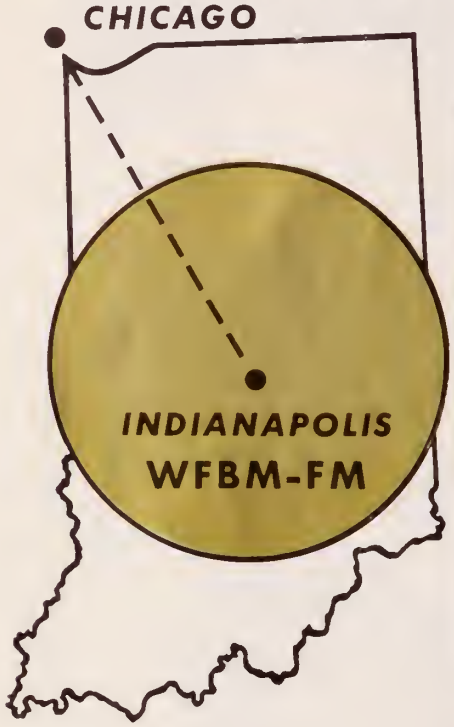
Local: Increases in billings have been reported by two stations—WABC New York and KNX Hollywood. WABC enjoyed the highest first quarter in its history, according to the general manager. At the end of the quarter on April 2, the station was 16 percent ahead of the first quarter of 1959. A 31.9 percent increase in billings was registered by KNX for the first quarter of 1960 over the similar period last year, according to Gordon Mason, sales manager. Increase was attributed to a high percentage of renewals and an "unusual amount of new sales of programs and announcements."

Stations: The number of am and fm stations on the air at the end of March totaled 4,171, an increase of 13 (three am and 10 fm) over the previous month.

	Commercial AM	*Commercial FM*
Stations on the air	3,465	706
Applications pending	609	77
Under construction	81	161

Sets: Total radio production in February was 1,442,368, including 596,872 auto receivers, according to the Electronic Industries Association. Total production for the first two months of this year is over 500,000 more than during the same period in 1959. Total radio sales, excluding car radios, was 611,479. A comparison of the two month totals in the number of units sold shows an increase of over 230,000 units in 1960.

Chicago Coverage by... INDIANAPOLIS FM?



Well, **yes** and **no** . . .

YES, WFBM-FM's signal was received at NAB Convention clearly* all the way from Indianapolis.

NO, we don't claim Chicago coverage . . .

But we do know that WFBM-FM, Mid-Indiana's most powerful FM station . . .

- Reaches 197,557 select FM set owning families
- who reside in the Land of the Golden Sound, a rich 50-county area totalling more than $2 billion in retail sales.

Sell your product to this select audience . . .

**Walker-Rawalt, Inc., has the evidence.*

INDIANAPOLIS fm INDIANA
WFBM 94.7mc
"GOLDEN SOUND OF THE MIDDLE WEST"

A Broadcast Service of TIME, Inc.

for buyers and sellers of radio advertising

U.S. RADIO

MAY - 1960 VOL. 4 - NO. 5

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3493 Cahuenga Blvd.
Los Angeles 28, HOllywood 3-2215

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BPA

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The Golden Sixties

HOUSE OF SOUNDS

AS: Solid as the renowned rock . . . Streamlined as the fabulous jets . . . Dependable as the morning light in the East! . . . For thirty KTRH years the intangible thing called radio has been moulded into a living, virile tangible . . . an habitual tangible of radio service for any given listener.

The farmer, the rancher, the home gardener . . . the music lover . . . the news enthusiast . . . the fisherman, hunter and sportsman . . . the homemaker . . . the MONEY maker . . . all . . . each one . . . receives KTRH radio service individually, as is to be expected from a real radio station's schedule.

So it has been for the past 30 years now . . . and it's good to have such a record . . . and to know you use our radio product so habitually.

Now comes a new decade of service . . . and there will be more . . . but any day of any year of any decade you will have full radio service on 740 . . . so begins another 30 with the "Golden 60's."

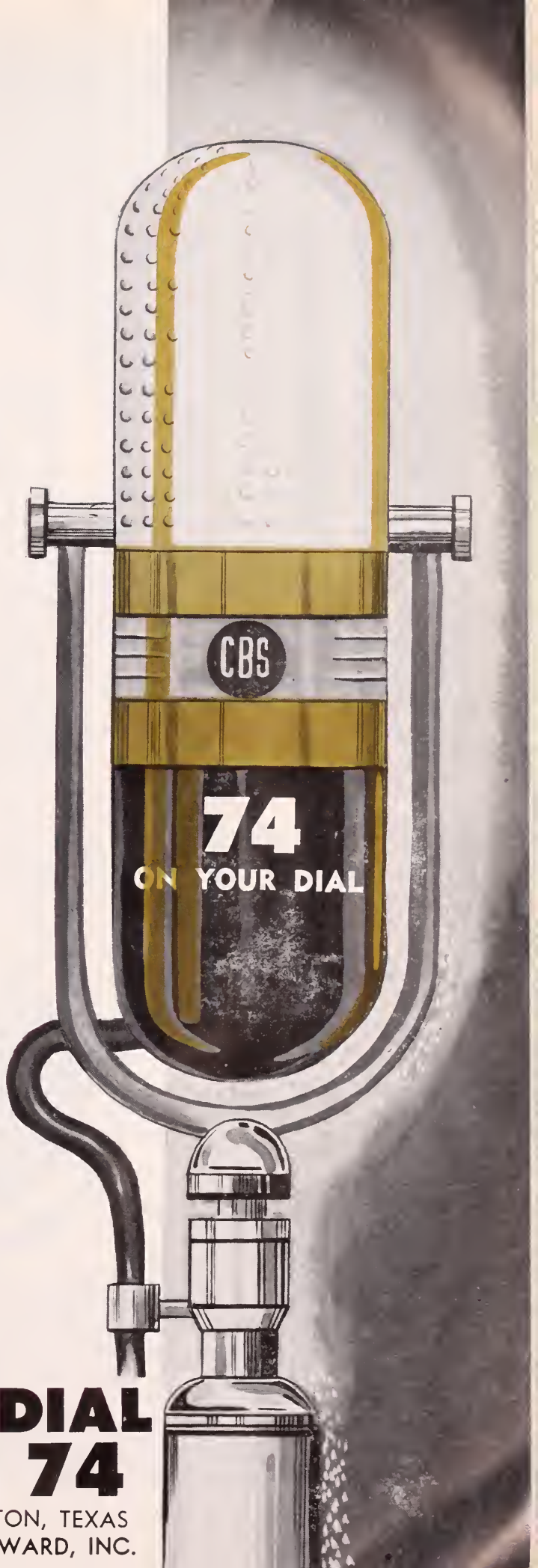
KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as

The news and information station

The variety station

The network station

The family station



KTRH DIAL 74

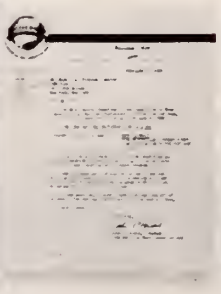
50,000 WATTS HOUSTON, TEXAS

REPRESENTED BY PETERS, GRIFFIN AND WOODWARD, INC.

1960 NATIONAL BROTHERHOOD MEDIA AWARD TO WNEW RADIO

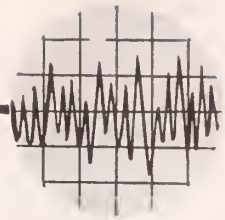
1130 Am
102.7 Fm

From a letter received by WNEW Radio from the National Conference of Christians and Jews, February 18, 1960: "The Media Awards Committee of the Commission on Mass Communications, National Conference of Christians and Jews, is happy to announce the following award made to WNEW: THE 1960 NATIONAL BROTHERHOOD MEDIA AWARD Category: Radio Programs: NEWS CLOSE-UP, THE BROWNSVILLE TENEMENT FIRE . . . THE INTEGRATION OF THE GLENDALE SCHOOLS. It will be of interest to you to note that this was the only Brotherhood Award given to any of the nation's radio stations competing in our award program. WNEW has been and continues to be one of the



outstanding consistent contributors to promoting a fuller appreciation of the educational program of Brotherhood. We recognize and appreciate this service." This is WNEW Radio... always concerned with the real problems and progress of its listeners... dedicated to programs in the public's interest. A station of the Metropolitan Broadcasting Corporation.

soundings



Public Interest Record Of Radio Stations Analyzed

Following a survey of stations across the country, U. S. RADIO begins on p. 24 a documentation of *Radio . . . In The Public Interest.* The 10-page report comprises a statistical compilation as to public interest programming and announcements; performance of stations in such matters as editorializing, news, community service and other features.

Is There Another Radio Coverage Study on Horizon?

A group of about 50 stations, ranging in size from clear channels to fm-only's, are pushing hard for a new Nielsen coverage study. It would be the first since NCS 2 (1956) and would be taken late this year. The plans for the proposed study differ in that radio would be studied separately from tv and would include special features. The plan is presently in the laps of Nielsen executives.

Radio Month Activity Now in High Gear

Backed by materials from Radio Advertising Bureau and the National Association of Broadcasters, radio stations across the country are in the midst of the second annual National Radio Month. NAB's materials are built around the theme "Heart Beat of Main Street" (see *Washington,* p. 19). RAB's theme, "You Get More Out of Life With Radio," is being promoted through new jingles (four 20's and four 10's). The package to its members also includes a complete manual with step-by-step suggestions for organizing the promotion; there are 32 pages of live copy including dealer tie-in retailer commercials, and text for radio month speeches. RAB stations are also supplied with promotion and program ideas.

Petry Public Service Study Documents Station Performance

The Edward Petry & Co. survey on the time and talent that its represented stations allocated to public service activities during 1959 revealed the following: The 25 radio stations represented in the study broadcast a total of 245,705 announcements and 16,776 programs, with a dollar value for time and talent of $5,531,580 in 1959.

NAB Editorializing Study Due for Release Soon

The National Association of Broadcasters is slated to release within a few weeks a report on the extent and practice of editorializing by stations. This study is actually part of a larger survey on news and news techniques, which will be released first.

Taft Washington Bureau Keys Trend to Individual News

With the establishment of broadcast news as a prime vehicle of modern journalism, many group owners and single stations have sought out individual Washington news treatment. The latest example is the Taft Broadcasting Co. (five radio stations, four tv's), which set up its own news bureau in the capital, headed by veteran newsman Ralph de Toledano.

Equipping a Radio Station?



BK-6B

Miniature Microphone

only $82.50

This RCA Miniature Dynamic Microphone is as inconspicuous as modern microphone design can make it! Just 2 3/16" long, it weighs but 2.3 ounces. And, in spite of its compactness, the BK-6B is a durable, high-quality microphone. Try it for remotes! You'll find it excellent for interviews, panel shows and sports. It's a great value at $82.50!

Order your BK-6B now! Write to RCA, Dept. G-337, Building 15-1, Camden, N. J. Whatever your broadcast equipment needs, see RCA FIRST!

RADIO CORPORATION of AMERICA

Tmk(s) ®

RCA

time buys

American Oil Co.

Agency: *Joseph Katz Co., New York*

Product: AMOCO GASOLINE

Another company to take advantage of the summer air is Amoco, which starts its summer drive in May. Selected markets have been chosen for a 26-week schedule, with emphasis on traffic time announcements. Timebuying is handled by Robert Rowell.

American Tobacco Co.

Agency: *BBDO, New York*

Product: LUCKY STRIKES

Lighting up again for a summer flight, the cigarettes go on the air at the end of May in about 60 markets. The five-week flight is part of the overall advertising schedule for the year. Minute spots will be used at fairly heavy frequencies. Timebuyer is Hope Martinez.

Anheuser-Busch Inc.

Agency: *D'Arcy Advertising, St. Louis*

Product: BUDWEISER

"Pick a pair of six packs" promotion on 513 radio stations in about 290 markets is a repeat of last year's success. Part of a May and June campaign in all media, this year's promotion will employ brand new jingles. It is estimated that close to 45 to 50 announcements a week will be aired in each market for about a 409,000 spot total for the two-month period.

Canada Dry Corp. Bottlers

Agency: *J. M. Mathes Inc., New York*

Product: SOFT DRINKS

Double-barrelled promotion in about 100 of the top U.S. markets begins May 2, and will probably last about five weeks. The campaign will tie in with the company's Walt Disney tv show and will offer, at the option of the local bottler, a free historical comic book and a flintlock pistol for 50 cents and two bottle caps. Commercials will be live. Timebuying by the bottlers.

Diamond Match Div., Diamond National Corp.

Agency: *Gardner Advertising, New York*

Product: NEED HEET CHARCOAL BRIQUETS

To light the picnic fires, Need Heet is going on the sound waves for a four-week promotion at the end of May. A total of 30 markets will be used, with heavy use of minute spots indicated. Timebuying is supervised by media director Weymouth Symmes.

General Foods Corp.

Agency: *Young & Rubicam, New York*

Product: CERTO AND SURE-JELL

Reaching for the housewife through radio, Certo and Sure-Jell begin to pick up the markets on their annual schedule this month. Already underway are campaigns in a few markets scheduled for April starting dates. More starts are set for this month, and through the summer, until about 100 markets have been covered. Campaign runs mostly in six-week flights. All are minute announcements. Timebuyer is Polly Langbort.

General Motors Corp.

Agency: *Campbell-Ewald Co., New York*

Product: GMAC AUTOMOBILE FINANCING

End of May start is set for the company's public service schedule.

(Cont'd. on p. 10)

HOW DO THE C-O'S STACK UP?



PROGRAM HIGHLIGHTS

KCBS

SAN FRANCISCO

Live concerts by "Masters of melody"; lively musical games on "Night Number"; frequent Community Editorials; Dave McElhatton entertaining daily; 57 sports reports each week.

PROGRAM HIGHLIGHTS

KNX

LOS ANGELES

"The Bob Crane Show" and "The Condylis & Grant Show," comedy; "Opinion Please," a modern town meeting on an open phone line; "This Is Los Angeles," interviews interesting Angelenos; specials such as "Blackboard Dilemma."

PROGRAM HIGHLIGHTS

KMOX

ST. LOUIS

"At Your Service," a new information format; prime time public affairs features; 1,114 students in college credit courses; live local stereo concerts; Dr. Thomas Dooley's exclusive reports from Laos; news in depth; major sports.

PROGRAM HIGHLIGHTS

WBBM

CHICAGO

"Music Wagon," "The Josh Brady Show," "Supper Club," all live music, variety features; "The Paul Gibson-Joe Foss Show," with comments and records; "The Art Mercier Show," tips for sportsmen.

PROGRAM HIGHLIGHTS

WCAU

PHILADELPHIA

The Ed Harvey Show makes mornings springier; Bill Campbell Sports—better than locker room talk; Hugh Ferguson's "Rural Digest"; Bill Bransome's celebrity chats on "What Are They Doing?"

PROGRAM HIGHLIGHTS

WEEI

BOSTON

"Tom Russell (morning music) Show"; "Calder & Johnson Show," with comedy, live music and records; "Accent on Music" nightly with Bob Jones; News on the hour; Sports with Fred Cusick.

PROGRAM HIGHLIGHTS

WCBS

NEW YORK

Live entertainment with the Jack Sterling, Martha Wright and Freeman & Hayes shows, plus Dick Noel, Ed Joyce, Lee Jordan and Allen Gray. And New York's finest news and information broadcasts.

In the opinion of their listeners in seven of the top ten U. S. markets, the CBS Owned Radio Stations stack up high indeed! That's because the C-O's program for active listeners—not for the fringe hearing of people with their minds on other matters. The C-O's get attention because they ask for it, every hour of every day, with broadcasting designed for the alert adult mind. Look at our partial listing of locally produced programs and you'll see what we mean. And added to it is the unique strength of the CBS Radio Network with its schedule of great personalities, drama, comedy, complete news coverage and analysis, public affairs and special events. This is responsible broadcasting. It gets a responsive audience. And that means response to your advertising, too!

CBS OWNED RADIO STATIONS
REPRESENTED BY CBS RADIO SPOT SALES

C-O

(Cont'd. from p. 8)

About 135 markets are included in the 16-week campaign. All announcements will be on weekends, with minute traffic reports scheduled in the top 25 markets and five-minute segments employed in the other markets. Timebuyer is Rena Mayer.

Kirsch Beverages Inc.

Agency: *Gardner Advertising, New York*

Product: NO-CAL BEVERAGES

Now building up to a summer peak, No-Cal will say "stay thin" from now through September, in about 10 major markets in the East. Full-minute "Slimmericks" will keep the live copy lively. Advertising will also be scheduled by local franchised bottlers using straight, live 20's and 30's.

Good Humor Corp.

Agency: *MacManus, John & Adams Inc., New York*

Product: ICE CREAM

One sure sign of spring is the Good Humor Man. And heralding his appearance is the spring radio campaign with starting dates ranging from late April to mid-May. Spring flight will run in eight major markets through July 4. All minutes, with heavy frequencies on Friday, Saturday and Sunday. Summer schedule is tentative as yet, but there's sure to be more radio than last year. Timebuyer is Paule Shapiro.

National Drinks Inc.

Agency: *Tilds & Cantz, Los Angeles*

Product: VERNOR'S SOFT DRINKS

Heavy spot on seven radio stations in Los Angeles and San Diego is spearheading the local bottler's drive to sell the soft drink this summer. Additional markets will be added in the campaign for which a special

(Cont'd. on p. 12)



THE WORLD TONIGHT

This penetrating nightly report has just been named radio's most outstanding news presentation in a Peabody Award. It typifies the caliber of news on CBS Radio, from World News Roundup each morning, on through the day and evening—made possible by the ablest staff of reporters in radio. Network radio programming in the public interest . . .

ONLY ON CBS RADIO

PUBLIC SERVICE . . .

Is More Than Spot Announcements!

It's the total participation of a radio station in the life of the community it's licensed to serve.

Here in Rhode Island, we've developed a few unusual public service techniques. We'll be glad to share them with you.

We ask only that you send us one or two of YOUR best ideas. We'll combine all ideas received into booklet form and send a copy to every station that contributes.

Tim Elliot

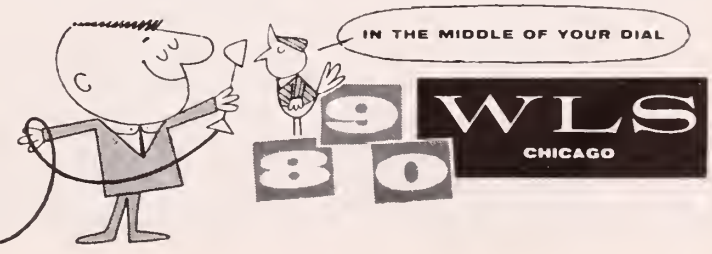
P.S.—Rhode Island's wonderful outdoor season is here. How about spending your vacation with us? Boating, fishing and tourist maps on request.

PROVIDENCE, R. I.



we're saying chirrup a bright, new way!

A brand *new* sound sweeps into the air—*bright* as the chirp of a newborn bird . . . *fresh* as the first flutter of its feathers! It's the *totally new* sound you'll hear every day on WLS . . . a sound as happy as a lark! Friendly as a flicker! Perky as a sparrow! Smooth as a swallow! A sound you'll like having around, behind the wheel . . . over the washer . . . out on the patio . . . even in your pocket. We'll say "good morning" in a bright, new way . . . "chirrup, chirrup" throughout the day. We'll make your hours east of midnight sound shorter. We'll warble the weather. Trill the time. Swing sweetly. Speak news with authority. Our *new* sound sparkles with a vocal sheen, new to the Chicago scene. So—lend us *your* ear. Bet you'll like what you hear! We're in the middle of your dial—at 890. Don't get confused when you dial around . . . you'll know it's us by our bright, *new* sound!



Mid america's bright new sound

(Cont'd from p. 10)

musical arrangement, adapted from the style of the Glenn Miller orchestra, has been created. Copy theme is emphasizing the "unforgettable flavor" in the soft drink refreshment.

Piel Bros.

Agency: *Young & Rubicam Inc., New York*

Product: BEER

Helping to quench the summer thirst, Bert and Harry will be on the air in about 20 northeastern markets starting in July. Summer schedule is tentatively set at 13 weeks, and will be in addition to the 26-week campaign now running in New York and Wilmington, Del.

Mostly minute commercials will be heard Monday through Friday at breakfast time, in addition to morning and evening traffic times. Timebuyer is Jim North.

Quaker State Oils

Agency: *Kenyon & Eckhardt Inc., New York*

Product: MOTOR OILS & LUBRICANTS

Taking off on a summer spree, the oil company goes into about 100 markets starting May 23. For now, the campaign has been scheduled for 13 weeks. Timebuyer is Lucy Kerwin.

Revlon Inc.

Agency: *C. J. LaRoche & Co., New York*

Product: SUN BATH

Testifying to radio's place in the sun, the cosmetic company has planned a heavy frequency schedule tentatively set to start June 16. A total of 30 markets will be included, mostly in resort areas. Campaign will run in flights through the summer. Timebuyer is Lionel Schaen.

(Cont'd. on p. 14)



INVITATION TO LEARNING

Radio's famous excursion into the realms of literature and thought has been enlarging listeners' horizons for 20 years. Leading scholars participate in the weekly discussions which range from Aristophanes to Orwell, Machiavelli to Mark Twain. A network radio program in the public interest . . .

ONLY ON CBS RADIO

Advertisement

Pulse Beat

Great Britain eyeing rating methods: In feature article by London's well-known "Television Mail," editors say:

"The future of television audience measurement is now in flux. Crux of the matter is that advertisers feel they are not getting the information they need most.

"The present meter system is a compromise on cost.

"The present situation has been created through emphasis on speed, rather than accuracy; the very human desire to know something—anything.

"The log-diary panels now total 1,700 people, of which the largest group is 300 in London. Each diary is placed in a home which is also fitted with a meter.

"Neither the diary nor push-button recorders are reliable. Any method which employs self-recording of information is liable to error . . . the type of information which can be provided is sharply limited.

"The only complete answer to these shortcomings is an aided-recall survey, to provide audience composition covering the total viewing nationally and in each area. (Italics ours.)

"Aided-recall would provide not only more accurate information, but would greatly extend its range. The personal interview is a flexible device which can be designed to extract appreciation of individual programs, attitude toward the service, continuous measurement of attitude toward commercials, and so on." "Television Mail," February 26, 1960.

Get the complete article. We have reprints. Write or phone—and read.

Stressing Station-Image, Audience Image: Guest of Texas Broadcasters Ass'n., Mar. 14, Houston, Dr. Sydney Roslow cited qualitative assets, among them audience belief: "In one market we asked if conflicting news accounts were aired over several stations, which would be believed. 26% would believe the highest, while only 2½% would believe the last station." Pulse facts like these strengthen both buying and selling of time and programming.

Nothing takes the place of INTERVIEWS in the home

730 Fifth Ave. New York 19

PULSE, Inc.

PULSE RINGS DOOR-BELLS

INTERVIEWS FAMILIES IN THEIR HOMES

A SOUND CITIZEN OF LOS ANGELES



Market? Los Angeles Metropolitan area.

Client? Yours.

You look at rating books. You quickly see one station has double the audience of the second station. You check rates and note this station has lowest cost per thousand.

You check it. K F W B. ✓ A must buy.

Now call your Blair man. Place your order.

While he's there ask him, "How come KFWB is so far ahead in audience?"

Now hear truly amazing stories about Channel 98. Hear about "The Day The Tiger Growled." Hear about KFWB's "Amoeba Invasion," a promotion that turned the town inside out and proved Los Angeles is listening to even the smallest KFWB suggestion.

Hear about KFWB's News Division directed by Crowell-Collier News Division Chief, Bill Crago . . . staffed by skilled craftsmen Bill Kennealy, Charlie Arlington, John Babcock, Cleve Herman and Mike Henry . . . a team which presents the most dynamic news on the air today.

Learn why KFWB's Public Service activities are recorded as resolutions of commendation in the official records of the State of California, the City of Los Angeles and the County of Los Angeles.

You made the right buy.

You bought KFWB
"A Sound Citizen of Los Angeles"

KFWB Channel 98 / 6419 Hollywood Blvd., Hollywood 28

ROBERT M. PURCELL, General Manager

JAMES F. SIMONS, General Sales Manager

Represented nationally by **JOHN BLAIR & CO.**

A Service of Crowell-Collier Broadcast Division

ROBERT M. PURCELL, Director

(Cont'd from p. 12)

Scott Paper Co.

Agency: *J. Walter Thompson Co., New York*

Product: CUT-RITE PAPER

Radio is definite again for the company's annual Fourth of July promotion to the picnic crowd. Look for a start about a week before the Fourth, which was the start last year when spot was bought in 35 markets in addition to schedules on two networks. Timebuyer is Marie Barbato.

Standard Brands Inc.

Agency: *Ted Bates Inc., New York*

Product: SIESTA INSTANT COFFEE

Mixing into the top 20 markets, a national coffee campaign starts this month for Siesta. It is set tentatively at nine weeks. Heavy frequencies will be used in the campaign to start the summer schedule. Timebuyer is Conant Sawyer.

Sylvania Electric Products Inc.

Agency: *Kudner Agency Inc., New York*

Product: ELECTRIC PRODUCTS

Looking for spots in a few selected markets on the West Coast, the company has tentatively planned a test run for a summer campaign. Purpose of the test is to find out how tie-ins with local dealers will benefit from radio support. Timebuyer is Mal Murray.

Tea Council of the U.S.A. Inc.

Agency: *Leo Burnett & Co., Chicago*

Product: ICED TEA

Cool summer schedule to sell iced tea will run in 29 markets throughout the country. Tentatively set to begin June 1, the campaign will last eight weeks over a 10-week period in each market. All spots will be heard seven days a week from 3:30

(Cont'd. on p. 16)



THE NEW YORK PHILHARMONIC

Possibly there is no program anywhere on the air about which the audience feels more deeply than this one. The Philharmonic, under Leonard Bernstein, has just completed its 30th consecutive year on CBS Radio. The 30th year in which listeners heard what many believe to be the world's greatest orchestra. A network radio program in the public interest . . .

ONLY ON CBS RADIO

Attention Station Managers



SAVE MONEY with MAGNE-TRONICS' TAPED programs for AUTOMATIC BROADCASTING



MAKE MONEY with MAGNE-TRONICS' BACKGROUND MUSIC for FM multiplex stations

for complete details write:

MAGNE-TRONICS, INC.

Box P, 49 W. 45th St., N. Y. 36, N. Y.

QUALITY BROADCASTING
BUILDS A NEW HOME
IN RICH, RICH SOUTHERN NEW ENGLAND



GROUNDBREAKING FOR BROADCAST HOUSE, NEW HOME OF WTIC AM-FM-TV, MARKS THE BEGINNING OF CONSTRUCTION OF HARTFORD'S CONSTITUTION PLAZA, ONE OF THE MOST EXCITING URBAN REDEVELOPMENTS IN THE NATION. SCHEDULED FOR COMPLETION IN JANUARY 1961, BROADCAST HOUSE WILL BE A MODERN STRUCTURE OF QUALITY, BEFITTING THE HIGH STANDARDS OF BROADCASTING PERENNIALLY ASSOCIATED WITH WTIC RADIO AND TELEVISION.

WTIC 50,000 watts NBC Affiliate

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

WTIC-TV 3 CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

K-NUZ . . . Award Winning
RADIO IN HOUSTON!
first
in Outstanding Public Service
in Award Winning News Coverage

A. P. AWARD
1959
U. P. I. AWARD
1958-1959
NATIONAL SAFETY COUNCIL
1959
ALFRED P. SLOAN AWARD
1959

NO. 1*
BUY . . .
Lowest Cost
per Thousand
in Houston
*See Latest Surveys for Houston



24 HOUR MUSIC and NEWS

National Reps.:
THE KATZ AGENCY, INC.
• New York
• Chicago
• Detroit
• Atlanta
• St. Louis
• San Francisco
• Los Angeles
• Dallas
IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581

(Cont'd. from p. 14)

to 6:30 p.m. at frequencies of a minimum of 100 spots a week in 12 markets, and 50 spots a week in the other 17 markets. Minutes, 30's and 20's will be used. Total cost of the campaign is $430,000. The commercials will revolve around the jingle "Why don't you have iced tea more often? Why don't you have iced tea tonight?"

Texaco Inc.

Agency: *Cunningham & Walsh Inc., New York*

Product: GASOLINE AND OIL

Summer radio is a strong possibility for this oil company. Considerations are being given to a national campaign to run in about 100 markets. August date is being discussed. Timebuyer is Bill Santoni.

Welch Grape Juice Co. Inc.

Agency: *Richard K. Manoff Inc., New York*

Product: WELCH ADE

Pressing its grape drink sales, the company will use radio as an agent again starting in June. Off the sound waves for two years, the company is setting up a schedule in 75 top markets tentatively planned to last 13 weeks. Summer radio supplements the tv schedule. Timebuyer is media director Stanley Newman.

Wise Potato Chips

Agency: *The Lynn Organization, Wilkes-Barre, Pa.*

Product: SNACKS

These tasty tidbits for summer snacks will start their spring radio advertising with a six-week campaign beginning in mid-May in about 30 mid-Atlantic markets. Mostly minutes will be used, but 30's have been scheduled in markets where the frequency will be heavier. The company is a long-time user of radio, but this will be the heaviest quarter for the sound medium in some time. • • •

nothing does it like 7-Up spots

The Kingston Trio figures very heavily in the national spot picture both on television and radio. Their clever and musically bright spots for 7-Up is further proof that the spot medium has gone big time—another case of a successful advertiser using top talent on a market-to-market basis. The Kingston Trio performs custom commercials for a specific job—and with salesmaking showmanship. With 7-Up spot is a **basic** buy because they reach the prospective customers they must reach with the maximum exposure, high return and moderate investment. **Spot.**

HR *Television, Inc. Representatives*



There are spot advertising specialists in your nearest HR office.

Produced for 7-Up by Filmways through J. Walter Thompson

From 5:30 to 10:00 a.m., WRC's Al Ross gives Washington listeners what they want. Ross' early morning music and news program, "Your Timekeeper," consistently attracts the largest morning audience in the Capital area. And WRC goes right through the day providing the special sounds of local news, adult music, regular traffic and weather checks . . . plus . . . nation-wide and world-wide reports from the largest broadcast news organization in the world. Result: WRC delivers the buying public throughout the metropolitan coverage area. The Capital wakes . . . and stays . . . with WRC because WRC is tuned to **THE SOUND OF THE SIXTIES!**

WRC · NBC OWNED · 980 IN WASHINGTON, D. C. · SOLD BY NBC SPOT SALES

SOURCE: NSI, WASHINGTON AREA, DEC.-JAN., 1960.



washington



New Jingles Focus Attention On National Radio Month

The more than 2,000 radio members of the National Association of Broadcasters are currently putting to use the materials included in the promotional kit prepared by the NAB in support of National Radio Month, which runs through the end of this month. Listeners across the country are getting their first exposure to two new jingles promoting the sound medium. Title of one of the new jingles is, "Radio . . . The Heart of Main Street," which is also the theme of the 1960 salute to radio. The second musical message is called, "To Keep Up With Your Community." Both stress the individual station as the focal point of each community it serves, NAB points out, but neither jingle specifically mentions radio month. This may be expected to increase the length of time which these jingles will be of use, since they are not tied to the May promotion.

NAB Provides Stations With A Do-It-Yourself Promotion Kit

Distributed free to all radio members, the NAB jingle disc includes 30-second and 10-second vocal-instrumental versions of each jingle. There is also a 60-second all-instrumental version which is being used by stations under their own promotional spot announcements, or for mixing with other program material. In addition to the jingle recording, the NAB kit is providing stations with 30 promotional spot announcements for use on-the-air; a fact sheet about radio; sample news releases; a newspaper mat; a speech text for local use by broadcasters; a proclamation to be signed by mayors or city managers; suggestions for local promotions, and order forms for additional speech texts.

House Committee Digesting NAB Views on Legislation

Members of the House Communications and Power Subcommittee have been going over the NAB's position on proposed legislation affecting the broadcasting industry which was included in the testimony of Vincent T. Wasilewski, NAB manager of government relations. The NAB official made it clear at the start of his testimony that his views and statements were made with the approval of the Association's board of directors. Mr. Wasilewski brought out four major points in his appearance before the House Committee. They are: The NAB is ". . . not opposed to the substantive idea of there being proscribed by law activities which have resulted in rigged quiz shows and undercover payments broadly categorized as 'plugola' and 'payola'." The Association believes ". . . it is unnecessary to have a requirement in the Communications Act for a public hearing in an area which is to be served by a new station."

Feels FCC Already Has Authority To Deal With Withdrawal Costs

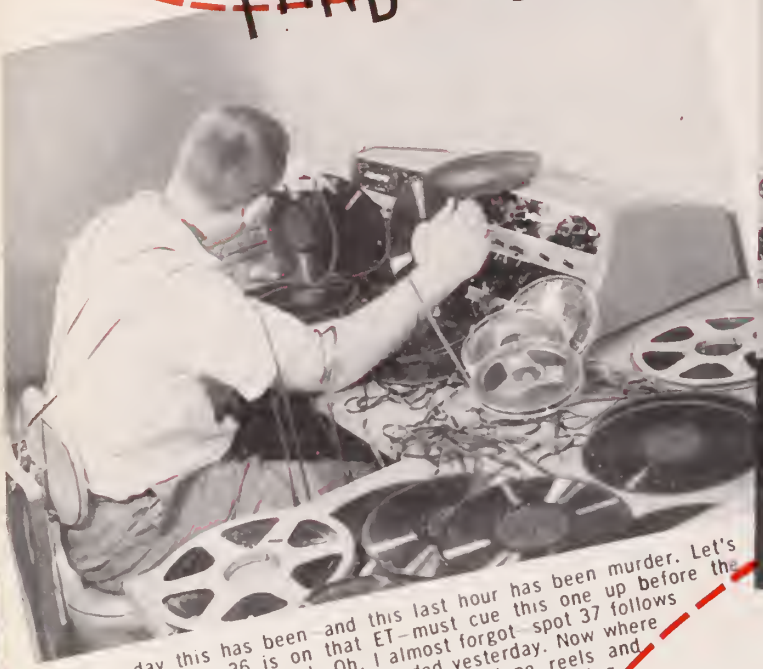
The NAB also believes ". . . it is unnecessary to include in the statute provisions which outline the means and methods for the Federal Communications Commission to approve out-of-pocket costs paid to one applicant by another for the latter's withdrawal." Mr. Wasilewski said the NAB believes the FCC already has adequate authority to ". . . treat any such arrangements which might be contrary to public interest."

Opposition Voiced to Giving FCC License Suspension Powers

The Association is opposed to giving the FCC the power to suspend station licenses. Mr. Wasilewski said this provision would present . . . "the potentiality and greater probability of government moving more into

(Cont'd on p. 21)

Transition from PANDEMONIUM to Tranquility



"What a day this has been—and this last hour has been murder. Let's see, spot number 36 is on that ET—must cue this one up before the newsman calls for the break. Oh, I almost forgot—spot 37 follows the ET and it's on that tape we recorded yesterday. Now where in the world is that tape? With all these tape reels and discs cluttering the control room I'm lucky to find anything. OH-OH time for the ET spot . . . tape is next . . . seconds ticking by . . . (10-9-8-7-6-) oh good grief where is it . . . "(3-2-1-silence).



"Our station now uses a Gates Spot Tape Recorder, and as far a I'M concerned, this is the greatest thing since the invention of th microphone. Operation is simple and exact—select the announcement theme, jingle, station break or whatever you might earlier record, b moving the index lever to any of the 101 tape spaces, push the butto and Spot Tape does the rest, including rewind and cue up for the nex spot to be played. Pre-recorded announcements are no longer on on long tape reel or in little tape packages. With Spot Tape, cueing is n problem as it is done for you, logging is simplified, and small tap packages or cartridges are not cluttering the control room."



GATES

Spot Tape Recorder

Gates is offering o new color brochure, describing each exclusive feature of the new Spot Tape Recorder in detail. Why don't you write for your copy today . . . no obligation, of course.

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in: HOUSTON, WASHINGTON, D.C.

International division: 13 EAST 40th STREET, NEW YORK CITY

In Canada: CANADIAN MARCONI COMPANY

the programming area.
"If a licensee has conducted himself in such a fashion as to warrant revocation," Mr. Wasilewski pointed out, "then the license should be revoked and there should be no in-between area for the lifted-eyebrow technique of governmental regulation and supervision."

FCC Interpretation of Section 317 Interpreted by the NAB

Going back to the "payola" situation, Mr. Wasilewski called attention to the FCC's recent interpretation that everything received free of charge requires an announcement identifying the donor by name, and said the association does not believe that this is required ". . . either by Section 317 (of the Communications Act) or by general considerations of public interest."
NAB's suggested remedy for the problem was said to be the enactment of commercial bribery legislation rather than through writing an amendment to Section 317.

Daytime Broadcasters Ready Case for Harris Committee

The Daytime Broadcasters Association continues to battle for permission to be on the air more hours a day. Membership in the DBA has almost doubled, the organization states, as a result of a recent drive among broadcasters.

This drive is preparatory to the hearings to be held soon before the Harris Committee dealing with four bills ". . . which have been introduced in Congress to give daytime broadcast stations fixed hours of operation of from 6 a.m. to 6 p.m., or from sunrise to sunset, whichever is longer."

Speaking at a special session held during last month's NAB Convention in Chicago, Ray Livesay, WLBH Mattoon, Ill., said that ". . . the public interest is suffering today because of the discriminatory practices now being followed by the FCC, and that the final responsibility of straightening out the mess rests with the U.S. Congress." • • •

WKLO
LOUISVILLE

My how things changed!
Now you know
In Louisville
ONLY on WKLO
people size radio
for family size fun.
Check your latest
Pulse—check your latest
Nielsen*—and re-check
your audience
composition on BOTH.

*Now First . . . Nielsen Rated Hours
6 AM to Midnight . . . by far

Bill Spencer or Robert Eastman for wonderful details.

SOLD NATIONALLY BY:

robert e. eastman & co., inc.

the *Silver Mike*





BACKGROUND

Edward R. Murrow returns—with a major innovation in news programs. Every Sunday starting July 3, he and crack CBS News correspondents abroad will examine the week's most significant news in a 25-minute international "conference call." The objective: to impart fresh insight into the meaning of the news. A network radio program in the public interest . . .

ONLY ON CBS RADIO



THIS MONTH:

MURRAY D. LINCOLN

President
Nationwide Insurance Companies

Sees Obligations in Presenting Public Interest Programming

The question has often been asked of Murray D. Lincoln, president of Nationwide Insurance Companies, "Why did your company sponsor the public service show, the *Hidden Revolution?*" (See p. 61.)

To learn his answer, one first discovers that the principles that guide the growth of Nationwide are parallel to the interests that afford radio its greatest opportunity for growth in the space age. Namely, Mr. Lincoln and his firm believe that "people have within their own hands the tools to fashion their own destiny. And we look upon radio as one of the implements to advance what is not only an idea—but an ideal."

In furthering the interests of the public, Mr. Lincoln believes a dual obligation is involved. He says if radio is "to be a vehicle for fuller, freer communications between people," it has an obligation to provide something more than music and comedy. Similarly, he believes that "business—particularly big business—has an obligation to support programs that try to do more than amuse or entertain."

Returning to the original question, Mr. Lincoln states, "We were convinced that the *Hidden Revolution* was a good show and, consequently, had advertising value. . . . In a broader sense, we believe such programs are stimulants that will help awaken people to the fundamental issues of our time. . . ."

Mr. Lincoln was born April 18, 1892, at Raynham, Mass., (near Brockton). He was born and raised on a farm, his first love. After graduation in 1914 from Massachusetts Agricultural College (now the University of Massachusetts), Amherst, Mass., Mr. Lincoln went to New London, Conn., as the first county agricultural agent in that state and one of the first in New England.

Then followed posts with two banks as agricultural representative. In 1920, he became executive secretary of the Ohio Farm Bureau Federation. He resigned this post in 1948 to devote full time to the Farm Bureau Mutual Automobile Insurance Co., Farm Bureau Mutual Fire Insurance Co. and Farm Bureau Life Insurance Co., which he had been largely instrumental in founding.

The names of these firms were changed on September 1, 1955, to Nationwide Mutual Insurance Co., Nationwide Mutual Fire Insurance Co. and Nationwide Life Insurance Co. Nationwide's growth—like radio's—is based on the challenge of tomorrow. • • •

LETTERS TO THE EDITOR

Public Service

Your story about the extensive support which the radio broadcasters and sponsors give, day after day, to public service campaigns pleases us because we are always happy to see the radio industry get credit for its good works. (see *Report from Agencies,* April 1960). Currently, it seems, such kind words are few and far between.

Maxwell Fox
Director of Public Relations
The Advertising Council
New York, N. Y.

College Market

The article *Radio Goes to College In Big Way* (April 1960) can be a big help to our salesmen. Can you please mail us extra copies?

Joe Lobaito
Sales Manager
WHRV Ann Arbor, Mich.

Would it be possible to receive extra copies of *Radio Goes to College?*

John A. Dame
Sales Manager
WMAJ State College, Pa.

Program Services

What's New in Program Services? (February 1960) was an article with a lot of news value and possibilities for us because of the increasing interest in the English language in radio audiences and the U.S. military personnel based in Spain.

. . . We would appreciate it very much if you let us know the complete addresses of the firms offering the services.

G. L. Vazquez
Promotion
Madrid, Spain

I was most interested in *What's New in Program Services* (February 1960). I would like to follow up for more information on several of the services you mentioned. . . . We are the purchasers (subject to FCC approval) of KJBS San Francisco, anticipating a take-over date some time in May.

J. G. Paltridge
Exec. V.P. & General Manager
Argonaut Broadcasting Co.

RTES

Thank you for your extremely fine coverage of our Round Table Luncheon devoted to radio as an advertising medium (see *Radio in the Looking Glass,* April 1960). All the comments I heard have been extremely gratifying, and we sincerely appreciate your time, effort and excellent cooperation.

Albert B. Shepard
Sales Manager
Select Station Representotives,
New York, N. Y.

Your article on *Radio in the Looking Glass* . . . is a skillful and informative treatment of the subject. I am glad to have been of any assistance in its preparation.

William E. Matthews
V.P. and Director of Media
Relations and Planning
Young & Rubicam Inc., New York

FM Progress

Almost two years ago, we separated our fm from the am operation. We're still scratching for all the information we can find on the fm picture. . . We would be interested in obtaining the material contained in the *Cash Register Rings for Fm* and *Style Guide for Fm.*

Orel Phillips
Advertising Manager
KCRA-FM Sacramento, Calif.

Farm Picture

The Silver Mike Award arrived yesterday and certainly it was a tremendous thrill for me to get it. . . All of us at KFRE and in the Triangle organization are very pleased with the recognition, and with the coverage you gave on farm generally in your February issue.

Wally Erickson
Farm Director, Triangle Stations
KFRE Fresno, Calif.

Promotion Beat

We would appreciate receiving a copy of *The Promotion Beat* (December 1959), mentioned in the *Canadian Association of Radio and Television Broadcasters Special Service Bulletin.*

Ruth Hancock
Office Mgr.
CKKW Kitchener, Ontario



UNIT ONE

A special team of reporter-researchers has created a series of radio landmarks: **The Galindez-Murphy Case, P.O.W. —A Study In Survival, Who Killed Michael Farmer?** And more to come. The result has been medals, honors, acclaim—and the breaking of new ground in radio's power to inform. Network radio programming in the public interest . . .

ONLY ON CBS RADIO



U. S. RADIO • MAY 1960

RADIO ... IN THE

UNDERLYING THE STORY

Radio has staked its future growth on service to the community. Its public interest performance is not a contrivance but comes naturally to a medium whose structure is based on community participation.

Replies to U.S. RADIO's questionnaire survey of stations across the country have formed the basis for the ensuing evaluation of radio's public service record. Were all stations to be included in this study, the story could fill volumes. Therefore, it has been necessary to present this story in the confines of the questionnaires returned.

Programming generally is oriented in such a way that without excessive fanfare, drumbeating and sensationalism it performs in the public interest.

There are the everyday types of service programming—news, time, weather, traffic, information; there are other types—editorializing, fund-raising, safety, education and youth, civic affairs, community welfare, panels, documentaries, discussion, among others.

This is a record that tells its own story.

All too often radio's role in the public interest is taken for granted. Support for this view encouragingly has been put forth recently by people other than broadcasters. Congressman Celler thinks so . . . "Perhaps we have become overly accustomed to . . . enjoying its many services."

In the agency field, Donald Leonard, media director, Fuller & Smith & Ross, thinks so, too . . . "Radio . . . is not generally applauded for public service because the listener is accustomed to, and expects, radio to do the things that it, of all media, is best equipped to do."

And Sam Vitt, vice president, Doherty, Clifford, Steers & Shenfield, also believes this to be true . . . "With its time signals, weather reports, traffic analysis, panels . . . radio has fashioned its survival out of public service programming."

Stretching for 40 more pages is a documentation of *Radio . . . In The Public Interest.*

The public interest record of radio is indeed impressive. Today's radio--with its service aspects--performs in the community interest on almost a minute-by-minute basis

PUBLIC INTEREST

Serving the public interest has been radio's birthright since it first emerged from the alchemist's workshop four decades ago.

The first efforts to embellish this electronic magic with programming dealt with informing the public —generally news.

Today, of course, radio's role in the public interest is functional. With the evolution in programming from national orientation to local, radio actually performs in the community interest through its standard service features—news, weather, time, commentary, discussion, farm information and town service projects.

It is, therefore, not only the broadcaster's responsibility to operate in the "public interest, convenience and necessity," as pointed to in about six places in the Communications Act, it is also his job to determine exactly what public interest programming is in his community.

According to the U. S. RADIO survey of stations across the country, the radio broadcaster knows well his public interest responsibilities. The sample covers stations of all sizes, formats and population.

The public service record of stations is staggering in import, whether measured in terms of hours of programming, number of announcements, dollar equivalents, efforts in the local community, time checks, weather reports, on *ad infinitum*.

As calculated from data taken from the station questionnaires, the following are the public interest performances for 1959 of the *average* station in each of three market categories. In addition, there are the expectations for 1960. The dollar values are based on rate card equivalents for public interest time and announcements. These figures do not necessarily reflect the FCC view that, in calculating public service time, a 15-minute segment cannot be counted if it includes a minimum of one 10-second commercial. In addition, all public service announcements within a 15-minute period cannot be reported as such if that period contains a 10-second commercial.

- Average station in markets with a population up to 499,000 programmed 432 hours in the public interest last year and aired 7,416 such announcements; when added together, these had a dollar equivalent for the average operation of $57,523.22. For 1960, this average station expects to increase public interest hours to 449 and announcements to 7,719.
- Average station in markets with population be-

tween 500,000 and 999,000 broadcast 590 hours of programming in the public interest in 1959, with 8,287 announcements; the equivalent dollar value for both was $112,073.22. For this year, hours of public interest programming for the average station are expected to rise to 617 and announcements to 9,536.

- Average station in cities of more than one million in population aired 833 hours of public interest fare in 1959 along with 16,126 announcements; these had a dollar equivalent value of $461,484.06. For 1960, hours of programming in the public interest for the average station are expected to increase to 861 and announcements to 16,316.

The Federal Communications Commission, in the absence of any specific definitions in the Act as to desired percentages or, in fact, as to what constitutes the public interest, has left the matter up to the broadcaster in prior decisions.

Whitney North Seymour, president of the American Bar Association who also has served as special counsel to the National Association of Broadcasters, declares, "The right of the commission to obtain information as to the licensee's plans for meeting the desires of his community fits into the duty to serve the audience rather than merely to meet the predilections of the commission."

He then cites two FCC decisions that have direct bearing on the broadcaster's public interest role:

"The duty to operate in the public interest is no esoteric mystery, but is essentially a duty to operate a radio station with good judgment and good faith guided by a reasonable regard for the interest of the community to be served." (The Northern Corp.—WMEX, 1948.)

"The life of each community involves a multitude of interests, some dominant and all pervasive, such as interest in public affairs, education and similar matters, and some highly specialized and limited to a few. The practical day-to-day problem with which every licensee is faced is one of striking a balance between these various interests to reflect them in a program service which is useful to the community, which will in some way fulfill the needs and interests of many." (Capital Broadcasting Co.—1948.)

Aside from the legalistic questions, the pragmatic basis for broadcaster control over programming in the public interest was eloquently covered by the late Harold E. Fellows, president of NAB:

". . . By the very nature of his daily performance, he is the one best qualified. He or the executive responsible for the administration of his station plays an active part in the life of his community. He becomes acquainted with the wants and needs of his audience in the field of programming. He and his personnel participate in the actions of his community's government, civic, religious, business and social organizations. . . .

"He was not licensed originally to supplant the church or the parent in the home. He was not licensed as an educational institution. He was licensed to serve the public interest to the best of his ability."

In this regard, many broadcasters advocate a change in renewal procedure to allow them to present in narrative form community service performance. At present, the license renewal application—like the application for a new station—asks a station to break down programming performance as to percentages of time allocated to the following specified seven categories during a "typical" week: Entertainment, religious, agricultural, educational, news, discussion, talk.

With the exception of the first category, the public interest obligation is clearly implied. Many broadcasters, however, feel that singling out separate categories of programming is not a true way of measuring radio's total public interest story.

CONTINUING PERFORMANCE

An explanation of this point of view is provided by Robert Mason, general manager, WMRN Marion, O.:

"Actually, radio stations are broadcasting in the public interest when they give time, weather, temperature, find lost pets, carry lists of items for swap and trade, invite expressions of opinion, announce births and deaths. Radio stations operate very much in the public interest when they broadcast important speeches in their entirety, instead of headlining or excerpting, when they cancel regular programming for political conventions and elections. Unless radio programming all day long, every day, is very much in the public interest, there will certainly be no listeners, no sponsors and soon no station."

Upon close examination, the public service record of stations is impressive.

Just last month a critic of broadcasting, Representative Emanuel Celler (D-N. Y.), revealed the results of a station public service study that brought him to this conclusion:

"Broadcasting has come to occupy a unique place in the national scene. Perhaps we have become overly accustomed to receiving and enjoying its many services. Perhaps we are taking its many contributions too much for granted."

Congressman Celler, in an effort to get a balanced view of New York City stations' complete record, asked the New York State Broadcasters Association to supply specific information on performance in four categories—civil defense, non-commercial spot announcements, community service programming and public affairs programming. Nine stations participated, seven of them radio outlets: WQXR, WMCA, WCBS, WNEW, WABC, WRCA-AM-TV and WOR-AM-TV.

Voluminous material detailing specific projects and

Public Interest Performance

The following figures are based on questionnaire returns to the U. S. RADIO survey. The dollar equivalents for public interest programming are based on station rate cards:

	Average Station In Markets of Up to 499,000	Average Station In Markets of Between 500,000 and 999,000	Average Station In Markets of 1 Million or Over
Hours of Public Interest Programming in 1959	432	590	833
Expectations for 1960	***449***	***617***	***861***
Number of Announcements in 1959	7,416	8,287	16,126
Expectations for 1960	***7,719***	***9,536***	***16,316***
Dollar Value for 1959 Based on Rate Card	$57,523.22	$112,073.22	$461,484.06

performance were forwarded to Representative Celler. In reviewing the reports, he included the following results under each category:

- Civil defense—"In all, during 1959, the New York City broadcasters have contributed thousands of staff man hours and many thousands of dollars in the cost of equipment, broadcast time and tests to implement civil defense plans. . . ."
- Non-commercial spot announcements—". . . free air time contributed . . . aggregated over 90,000 minutes valued at more than $6½ million, and provided more than 110,000 announcements to over 2,400 organizations. I consider that the sheer magnitude of these figures is worthy of note."
- Community service programming—". . . such programming on the part of the nine stations which participated in the study accounted for more than 220,000 minutes of broadcasting time of an estimated value in excess of $10 million."
- Public affairs programming—". . . in all, the nine stations . . . provided over 1,500 public affairs programs during 1959, and these programs represented 42,000 minutes of air time of an estimated value in excess of $1.3 million."

Congressman Celler declared, "Behind the bare statistics of time and dollars are the specific achievements of these stations in the public interest . . . these broadcasters are making significant day-to-day contributions to their community. . . .

"Over the years the broadcasting industry has played an important part in our nation's growth and welfare. The people and policies that contribute to this are, I believe, entitled to recognition and encouragement. . . ."

Many stations because of recent adverse criticism have been keeping a special check on their public interest accomplishments and are determined to give this side of the story "equal time."

One such effort is reported by WOIC Columbia, S. C. Russell George, general manager, states that a year ago the station "instituted a system of handling all public service accounts just as we would a commercial account." A separate account sheet is posted with the number of announcements and/or program time devoted to the particular service agency or association.

The station sends out a "bill" to the service or welfare agency stating, "There is no charge. We enjoyed serving you and hope to continue in the future."

The response has been very favorable, says the station. "Some agencies have admitted that our 'bill' gave them renewed appreciation of something they had been taking for granted, the valuable contribution of radio to the American public."

The extent to which stations program in the public interest often depends upon individual approach rather than actual performance (for, in reality, stations of varying formats serve the public interest in ways that are congruous with their objectives).

Some stations set fixed percentages to guide their public interest activities, others design their public interest announcements and programming efforts as the need arises throughout the year, still others plan in advance major community service projects for a cause or charity. Some stations, like WFMT (FM) Chicago, believe they are operating in the public service their entire program day (this station carries fine arts programming for its entire 19-hour schedule).

Whatever its approaches, radio across America echoes this sentiment by James Quello, operations manager, WJR Detroit: "At WJR the licensing requirement of serving the 'public interest, convenience and necessity' is regarded as a privilege rather than a mandate." • • •



EDITORIALIZING

Many stations are earning a new place for themselves in their community by adding a voice that urges and advises

For many stations across the country, editorializing has added strength to their community voice. What the editorial did for the newspapers—is it possible to imagine a daily without such an outlet for expression?—it is doing for radio.

It is making the radio station not only the focal point for spot news, but also a respected voice in the community—a voice that comments, urges and advises.

The early fear of retaliation over public and sponsor disapproval of a station's stand is steadily waning. It is no more applicable for radio than it is for newspaper. There are cases in which a sponsor has been lost; there are others where a sponsor has been gained. The same is true for listeners.

With the emphasis on local community involvement, tomorrow's radio station may look back on June 6, 1949, the date of the final Mayflower decision that affirmatively laid the groundwork for editorials, as the day radio came of age.

According to questionnaires returned in the U. S. RADIO survey, the radio editorial is practiced by stations of all types of formats and programming approaches, from the strong music and news stations to those who describe their formats as balanced programming. And in most cases there is evidence of results, whether measured in station recognition or in specific achievements.



EDITORIAL SUPPORT for New York's firemen in their efforts to win pay raises was aired over Bartell station WADO. News Director Jack Powers, as part of campaign, interviews firemen who are attempting to get two million signatures in a petition for impartial arbitration.

WWDC, Washington, D. C., for example, uses one-minute editorials that are aired about 10 times a day, seven days a week on a run-of-station basis. The number of subjects that are devoted to editorials for the week depend on the importance of the material. Sometimes there are four or five subjects touched upon in a given week, sometimes just one topic.

One of the station's best examples of what editorializing can do involved the tv repair racket. After instantaneous response to two editorials that merely explained the techniques of dishonest tv repairmen as reported by the Better Business Bureau, the station was encouraged to strengthen its stand and get behind its editorial view.

It learned first hand about the repair racket by taking three tv sets, replacing a good tube with a bad one in each case and letting some 60 different tv repairmen in various neighborhoods diagnose and price the troubles. Among the things the station found out was that the "wolves" would replace good tubes with bad, and would pad parts' prices. In all, WWDC ran 1,440 editorials on the subject, distributing copies of each to government and industry officials. Although reluctant at first, the station finally advocated licensing of tv repairmen. There is now a bill before Congress.

KMOX St. Louis has been editorializing since June 1958. Its editorials deal with local matters and a stand is only taken when it feels a need has arisen. The station's first editorial advocated the fluoridation of water in St. Louis County (the people of St. Louis city have had fluoridated water for more than four years).

The station has relentlessly stuck to its editorial guns for more than 18 months. Following an editorial in May 1959 that once more urged the station's point of view, the St. Louis county council authorized the health measure by a majority of four to one. But two legal obstacles were then to be hurdled. These were in the form of two law suits filed on behalf of incorporated areas within the county, over which the county council has no authority.

Again KMOX used its editorial voice to lend guidance to those forces who were now behind the fluoridation proposal. The advantages of fluoridated water and criticism of the law suits were presented. Last month, in two separate actions, the courts dismissed the suits, clearing the way for the water proposal.

Another example of integrating an editorial campaign with station action—not unlike the way newspapers have handled certain local problems in the past—is provided by WISN Milwaukee. Late last year, the station produced a series of programs dealing with *Youth Crime—Milwaukee.* The station's news director worked closely with the chief probation officer, Juvenile Court judge, local law enforcement authorities, school and education boards, presidents of high school councils and teenagers themselves.

All aspects of the problem were covered. The final two programs were WISN editorials outlining what it felt could be done to ameliorate the problem.

The youth series evoked considerable interest and comment to the point that the two Milwaukee newspapers followed up with series on youth crime.

LOCAL COOPERATION

WOWO Fort Wayne, Ind., also combined the radio editorial with the documentary technique to attack a social problem. The station ran a series of editorials criticizing newsstand pornography and calling attention to its evils. With the cooperation of the committee on better literature and the retail drug people, WOWO urged that this material be taken off the newsstands.

The station then followed up its editorial stand with a two-hour "spectacular" on the subject. The overall campaign was considered a success by the interest it evoked and it is to be continued regularly.

WMCA New York has been broadcasting editorials since 1954. In considering subject matter, the station gives equal weight to local, national and international events. Its most recent editorial "Watch on the Rhine," was inserted in the *Congressional Record,* the sixth station editorial that has appeared in it.

In terms of stirring up interest and comment, WMCA believes that its editorial of June 1958, "An Un-American Policy," which criticized the McCarran-Walter act, was its most successful. In addition to receiving letters and public comment, WMCA was asked by the House Un-American Activities Committee for further views and information.



EFFORTS OF THREE groups produce helicopter traffic reports over WLW Cincinnati. Representing these are Lt. A. Mehring (l.) for the city's police force, D. Campbell (2nd from r.) of Helicopter Airlift and R. E. Dunville, (r.) pres. of Crosley Broadcasting Corp. They receive special commendation from Ralph West, president of Ohio State Safety Council.



NEWS DEVELOPMENTS bring News Director Aubrey Morris (r.) of WSB Atlanta to the State Legislature where he interviews U.S. Senator from Georgia, Herman Talmadge, prior to the senator's special address on Georgia's school problems to a joint session of legislature.

KDAL Duluth, Minn., has been broadcasting its *Minitorial* for about 18 months, modifying the station's 15-year-old policy of editorializing in the *Northwest Feature* section of the 6 p.m. news. The format constitutes a one-minute "think piece" prerecorded by and *aired hourly* throughout the station's schedule.

The station has found that its *Minitorial* is widely quoted throughout its area. As an example, one of KDAL's editorials was quoted in its entirety on the editorial page of a local newspaper that owns a competing station. That *Minitorial* took Governor Freeman to task for a statement he made regarding the lack of Duluth's business development activity.

KCBS San Francisco carries editorials that analyze local problems and are intended to create talk and comment. The station tackles issues as they arise and has created a position for a full time editorial and documentary writer and producer to research and write the subject matter.

FREEWAY ISSUE

A current editorializing campaign has been urging the adoption of final plans to construct and complete the freeway system in San Francisco. In a series of editorials, KCBS has stressed the immediate and long-term economic hurts if the plan is not approved.

The station has received much favorable comment from highly placed organizations and individuals, it reports. Here is what the California State Automobile Association had to say: "Your organization is to be complimented for studying this problem and making your views known. . . .

"If transcripts of the editorials . . . are available, we would appreciate receiving copies. I note also that you plan to make time available to those who may not agree with your position, and we would be interested in knowing the times when such presentations are planned so that we can listen to those broadcasts also."

KFH Wichita, Kan., airs editorials on topics of interest to the community. They are written by the news director and delivered by the general manager. Following a heavy snow storm last winter, a KFH editorial took the air urging city officials to speed up removal of the 11-inch snow fall. Within 18 hours, the city manager took action.

The station's stand deplored the antiquated methods of snow removal. By noon the day after the editorial was aired, the city manager announced that private contractors were being hired to assist city maintenance crews in getting the streets open. The editorial also urged that snow removal in downtown areas take place during the night and early morning. The city manager, in his directive, stated that such a policy would be instituted.

The snow removal stand was delivered more than a half-dozen times at varions periods in the program schedule. It drew considerable listener comment and



VIEWS OF NEWSMAKER Richard Nixon are conveyed to WBZ Boston audience by discussion with the panel of newsmen on the station's *Newsmakers: 1960* series. Panel consists of (l. to r.): Radio News Dir. Jerry Landay, correspondents Jim Snyder, Sid Davis.

hundreds of calls to the city manager.

The influence of a radio editorial to guide government action is also illustrated by WEEI Boston.

During the middle of last month, the station called attention to the "great injustice in Massachusetts" that is "going virtually unnoticed." The station's position arose from a decision of the State Supreme Court that found it was illegal for the state to levy and collect taxes on Federal old age benefits, which it had been doing since 1940.

What irked the station was that because of the state's statute of limitations, Massachusetts would find it impossible to refund an estimated $30 million to $50 million in illegally collected taxes. The station's general manager pointed out that the statute of limitations is "an arbitrary device established by our lawmakers." He further commented: "It is interesting to note that the statute . . . does not prevent the state from seeking out those who submit fraudulent tax returns, no matter how much time has elapsed."

WEEI aired its position on Friday, Saturday and Sunday. The next day a state representative, who heard the editorial, filed a bill "providing for a refund of income taxes paid to the commonwealth based on benefits under the Federal Social Security Act." Later, Governor Foster Furcolo stated that he plans a special message to the legislature asking for similar action.

WSAV Savannah, Ga., influenced a change in county government administrative procedure. The station's editorial criticized the county government's failure to furnish tax statements to all taxpayers. This resulted in a change, so that all taxpayers now automatically receive tax notices and statements well in advance of each deadline.

WPBC Minneapolis, which has long believed that it's the station owner's job to stimulate thought and express views, added in 1959 two new thought provoking and controversial features each hour of the broadcast day. Each feature is limited to a maximum of two minutes and are presented as personal opinions of commentators on controversial local and national issues as well as philosophical viewpoints. There are also listener opinions, pro and con.

The station has had a chance to put part of what it practices in published form. An 85-page, soft-covered book, "Special Assignment," details a series of broadcasts on controversial issues that face Americans. It is written by Joseph della Malva, WPBC commentator, with a foreword by William Stewart, president and general manager of the station.

WCRB Boston has instituted a nightly news commentary program called *Opinion*. It features well-known journalists, religious and educational leaders, who comment on important happenings of the day. Then in a once-a-week editorial the station offers its "opinion" on a controversial subject.

WBAL Baltimore, Md., offers a daily, 10-minute program, *The Maryland Report*. The program is designed as "must" listening for state residents. In the program, conducted by a news specialist, editorials are aired covering subjects affecting daily living. These range from local and state politics to juvenile delinquency.

WXLW Indianapolis, Ind., editorializes when it feels a situation warrants such treatment. Its editorials are approximately five minutes in length. They are scheduled over a two- or three-day period, with three or four separate broadcasts a day.

Delivered by the station's general manager, the editorials comment on such various subjects as vandalism in schools and corruptness in public offices.

KRLA Los Angeles has two programs that editorialize, *Scope Unlimited* and *The Big Story*. The first series is a half-hour taped show presented each Sunday morning from 10 to 10:30 a.m., offering views on current issues from the people involved.

The second series, *The Big Story*, is a seven-day feature that may be aired any time during the day from 7:40 a.m. to 10:40 p.m. It is used to comment on a controversial issue or "big story."

WOOD Grand Rapids, Mich., editorializes on any and all subjects—local, state or national. "Any group opposed to the station's editorial stand is given equal opportunity to answer if it so desires," according to standard station policy. In a community with limited newspaper competition, the station reports, "We have been told many times by many people that while they do not always agree with our editorials, they think it is good for the community, especially since the city now has only one newspaper."

Through editorializing, stations can carve an important place for themselves in the community. The Greater Troy Chamber of Commerce outlined some of the accomplishments of the editorializing activities of WTRY: ". . . Inspired civic leadership in Troy's urban redevelopment program . . . excellent support of the new city charter and editorial comment for betterment of Greater Troy." • • •



RADIO NEWS

Sound medium constantly improves ways and means of keeping the community alert and well informed

The fact that at least one radio is found in more than 95 percent of the 52 million homes that house the American population, plus the added exposure provided by in-car radios and portable receivers, makes radio an ideal medium to transmit news to the public. In keeping with its sworn oath to ". . . operate in the public interest, convenience and necessity," stations strive constantly to improve the quantity and caliber of their news programming.

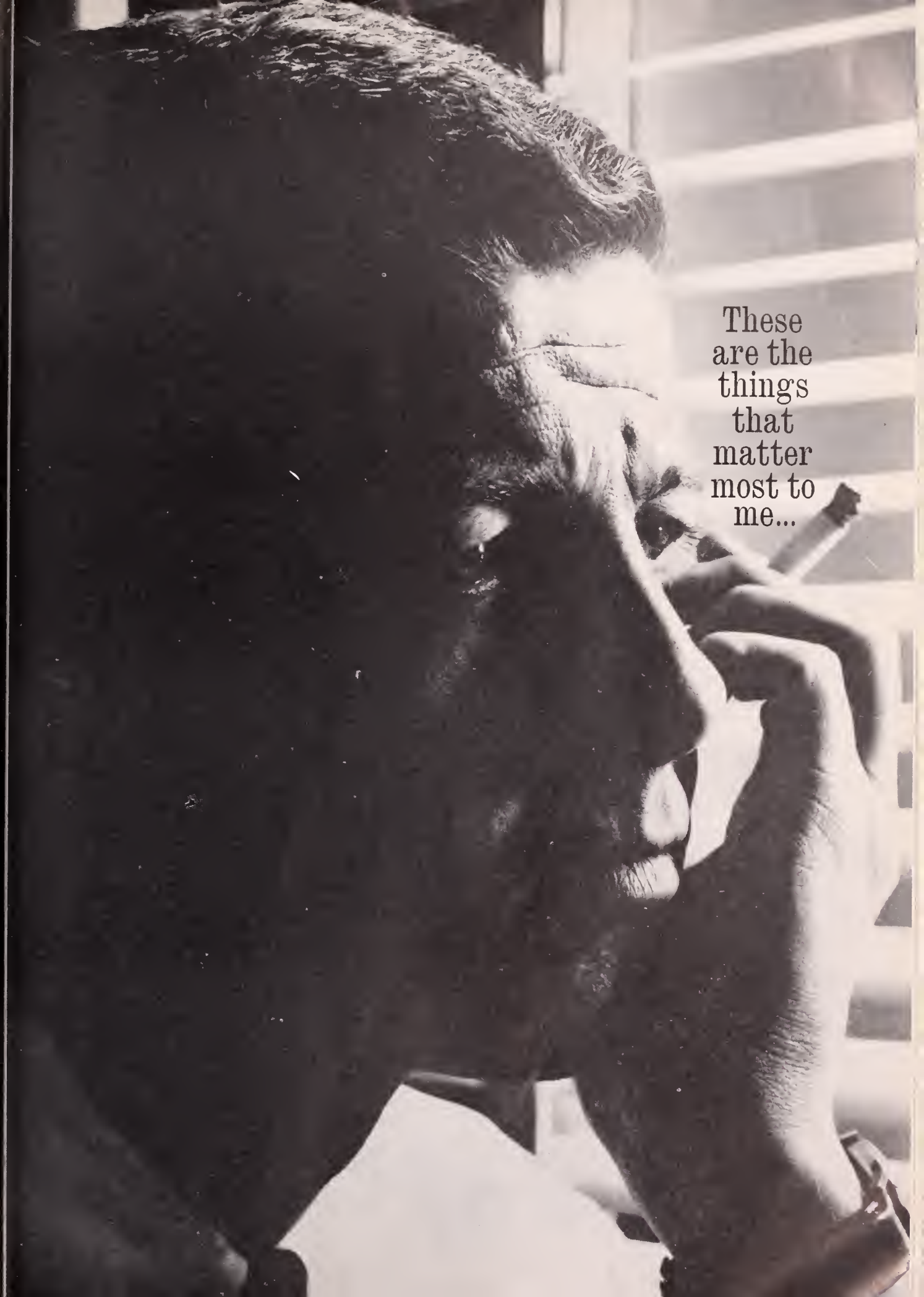
Typical of the attitude of most stations concerning their news function is that of WSAZ Huntington, W. Va., which states, "The day-to-day responsible, accurate coverage of City Hall and the Court House; the 'big' story of a mine disaster; special service in time of snow or high water; motorist warnings of traffic jams or ice on the streets—this, we feel, is the job of radio."

Here are reports from some of the stations responding to the U.S. RADIO survey.

LOCAL EMERGENCIES

Radio has often demonstrated its ability to reach the citizens of its community quickly and effectively in times of emergency. The heavy snows that hit much of the nation last winter provide a recent example of how radio responds to local emergencies.

The Topeka, Kans., area was hit with over 22 inches


These
are the
things
that
matter
most to
me...

of snow last March. WIBW Topeka kept its news department on the alert, often on a full 24-hour basis, in order to bring important emergency information to the community. Hundreds of cattle and other livestock were short of feed due to the heavy cover of snow. The station reports that its farm directors broadcast special announcements about where feed supplies could be obtained, and information about how feed was being flown in by helicopter, brought in by snow plows and other heavy equipment.

Announcements about school closings were carried by the station from schools as far as 100 miles away. These announcements were given throughout the evening and early morning hours following severe snow storms. The station also launched a "Feed the Birds" campaign with announcements and news stories telling the plight of thousands of birds starving as a result of the snow cover. According to the station, tons of feed were distributed by air and by autoists who tossed the feed out of their car windows.

WAVE Louisville responded to the need when the community was hit by over 15 inches of snow in one week. The station kept its listeners abreast of such events as the proclaiming of a state of emergency by the governor, the rescue activities of the National Guard as well as complete reports on the weather. In addition, the station says that its switchboard logged over 2,370 calls from listeners inquiring about the forecasts, school closings and the cancelling of meetings. Among the letters received by the station was one from the chairman of the Department of Medicine, Louisville General Hospital. It said, "We are grateful for the cooperation which your station gave in announcing that our Grand Rounds were cancelled. Obviously, it would have been an impossible undertaking to contact all the physicians by phone."

During a recent heavy snow, WPTF Raleigh, N.C., states that it received for broadcasting more than 500 announcements from 24 counties concerning the closing of government offices, schools, businesses and the postponement of civic, church and social functions.

KRNT Des Moines kept most of its eight-man news team busy gathering road and other information during a bad storm last winter. Designated by the station as "Operation Snowstorm," the telephone and news cruiser service provided information on traffic condi-



tions, heavy drifting, school closings, cancelling of meetings, among others.

Knoxville, Tenn., was hit by the hardest snow of the winter on March 9, 1960. By five in the morning, over five inches of snow had fallen. By 6:30 a.m., WBIR Knoxville reports that it had data on every school closing in the area, all street and highway conditions, special requests of officials and special reports on the weather. By 7 a.m., the station was airing reports on store closings and hundreds of announcements from many different groups and organizations. News summaries and bulletins were broadcast throughout the day providing up-to-the-minute information about the storm conditions in the community.

Located in a severe weather area, KPAC Port Arthur, Tex., states that it is equipped with its own power generator in the event of a commercial current failure. The station believes that it was one of the few, if not the only one, on the air when the area was hit very badly by a hurricane a few years ago. As a result of the emergency power, the station was able to keep a flow of information going to the community dealing with weather conditions, evacuation plans and similar data.

In late March, severe floods hit five states covered by WNAX Yankton, S. D. The station sent reporters to the scenes of the flood to record direct reports, and covered many areas by telephone. Flood reports were broadcast throughout the day for the entire week of emergency, often breaking into sustaining and com-



ON-THE-SPOT reporting takes newsman Bill Longworth (l.) of WGBI Scranton, Pa., to the scene of the Knox mine disaster at Port Griffith, Pa. Here he stands, mike in hand, by side of WGBI patrol car, interviewing a Civil Defense representative about the fast-breaking news story.

These are the things that matter most to me...

"My children..."

PORNOGRAPHY: THE BUSINESS OF EVIL

"I think he got his ideas from that book that night."

"The books you can get five for a dollar . . . you can always buy the pictures easy."

"...involves chainings, beatings...masochistic practices you would find in a glossary of abnormal psychology."

"The national syndicated smut racket grosses approximately half a million dollars a year."

Obscene books, literature and motion pictures have been flooding the nation since the end of the war. To find out just how far this racket ate into the life of Boston, "capital of U.S. morality", WBZ News Director Jerry Landay and his staff spent months researching pornography in Boston. They taped interviews with members of Boston's Vice Squad, the D.A.'s office, parole boards of detention centers . . . with men, women and children personally involved . . . and edited the tapes into "Pornography: The Business of Evil", an hour-long program shocking in its revelations of degeneracy.

The smut racket knows no barriers. Wealthy homes and work-a-day homes . . . highly educated and illiterate people have all dipped into this morass of filth. Most disconcerting, however, were the pitiful experiences of five and six-year-olds exposed to decadent photographs and forced into awkward situations and moral degradation.

After hearing the program, Massachusetts Governor Foster Furcolo declared an emergency to put into effect immediately a new law establishing heavier penalties for violation of the state's obscene literature curbs.

The Boston Federation of Organizations, representing 140,000 members of 52 women's clubs, organized an all-community roundup against pornography which is still in progress.

WBZ +WBZA BOSTON

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.



LATEST DEVELOPMENTS are gathered and reported in newsrooms of WWJ Detroit. A 12-man news staff works in newly built room. Visible behind the news editor's desk (in rear) is the "control center" with bank of communication equipment and the glass enclosed wire service room.

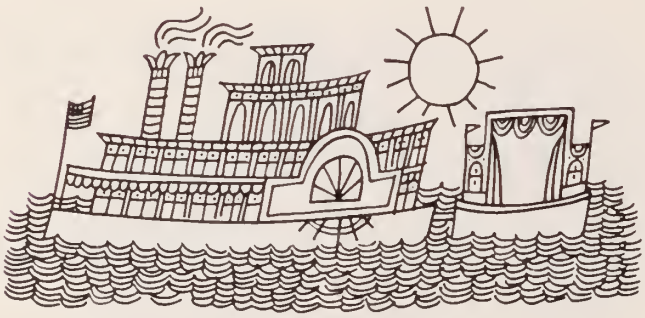
mercial programs. The station worked closely with Civil Defense and weather bureau officials to present emergency messages to those in danger from the flood.

Tornadoes and tornadic storms skipped across Florida last April. A correspondent for WGTO Cyprus Gardens, Fla., alerted the station about 7:15 a.m. From then on, the station says, bulletins and headlines kept listeners abreast of the fast-breaking developments. On the 8:15 a.m. news, the station broadcast that a second tornado had hit east of Orlando, and within minutes the correspondent in the area reported on damage. There was also a direct interview with a lumberyard owner who described how he and his eight employees narrowly escaped as the main storage building was flattened.

The station continued to carry reports on where the storms hit, and the damage done. In addition, announcements were carried on the mobilization of National Guard units for Dade City and Orlando.

Later in the year, a storm that had been labeled as a "tropical depression," suddenly began to take on the characteristics of a hurricane which would hit Florida on a Sunday, completely by surprise. WGTO alerted

These are the things that matter most to me . . .



"Our culture..."

MUSIC MAN ON THE MUDDY OLD RIVER

Most people living along the Ohio used to think of it as a muddy old river—if they thought of it at all. But KDKA had a different notion about it. So — last summer, Robert Austin Boudreau and his American Wind Symphony, co-sponsored by KDKA, were sent on a mission: to rhapsodize from a river barge to twelve cities along the river.

The result of this voyage is best told by a townsman* of one of those cities:

"It was a typical hot July night last Wednesday when Huntington (W. Va.) tucked an old blanket under arm, took cushion in hand and headed down the bank toward the Ohio River. An orchestra was scheduled to play on a barge moored close to the bank and it seemed as good a way as any to relax and get cool — to sprawl on the riverbank and listen to music.

"It would be a light program . . . for relaxation.

"No one expected to come away 'thinking.' No one expected to get bawled out, not even by a Boston professor conducting a Pittsburgh orchestra. But that's what happened.

"Robert Boudreau conducting the American Wind Symphony paused between numbers to give what presumed to be an informal chat. He told his listeners he'd been warned not to come to Huntington because the city was notorious for staying home even before the distracting days of television. He expressed his gratification for the large audience attending.

"He spoke of the beautiful river that had been given us and the dirty river we had made of it. He

its news staff, including 10 regular correspondents located throughout the state. One of the first reports came in from a correspondent who drove through the center of the storm shortly after it had struck the coast. This report, the station says, was followed by those of other eye-witnesses, weather men, state troopers, sheriffs and others.

The station received and aired reports from the storm's point of entry near Fort Myers to her point of departure near Vero Beach. According to the station, the bulletin announcing the storm's passing out to sea came almost a full hour before the Miami Hurricane Forecasting Center made the same announcement.

TRAFFIC REPORTS

WXYZ's *Traffic Eye* keeps Detroit drivers fully informed of conditions all along the Expressways and major city streets. Working closely with the police department, the station says, reports are relayed immediately to drivers. In addition, the station has its own mobile units placed at high-traffic spots to provide eye-witness broadcasts. Frequency of the traffic reports are geared to the major driving times.

WDAF Kansas City, Mo., regularly airs its *Traffic Central*, which is designed to pinpoint immediately every major traffic tie-up, accident or emergency for the benefit of morning, evening rush-hour drivers. In times of inclement weather, the program warns drivers of the hazardous conditions.

The ability to get to the scene of a news event quickly is important if a station is to be able to provide fresh up-to-the-minute news. WKJG Ft. Wayne, for example, has a remote short wave broadcasting unit which cruises the area for 13 hours each day. KONO San Antonio has four "Big Red' mobile news units which, according to the station, are often used to keep listeners aware of traffic conditions, to report traffic snarls and suggest alternate routes. Working in cooperation with the city fire department, WADO New York has aired many on-the-scene taped interviews with firemen and victims of fires for their news value and to stress the need for fire prevention.

Well into its second year of operation, the WLW Cincinnati Helicopter Traffic Service has proved its effectiveness time and time again. Sponsored by the Shell Oil Company, the helicopter traffic reports are given twice daily at peak traffic periods Mondays through Fridays. The reports are made by Lt. Arthur H. Mehring, officer in charge of traffic, education and safety for the Cincinnati Police division, as he is piloted around and above the city by Jack DeVise of Helicopter Airlift Inc.

The police officer spots traffic tie-ups, advises motorists how to avoid them and at least two dozen times, the station says, he has landed from the 'copter to lend on-the-ground assistance at scenes of accidents and emergencies. The craft is equipped with special transmitter equipment which allows the lieutenant

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was, of course, referring to the sanitary disposal of waste. He touched on the value of the river recreation-wise. In addition to putting on a good show complete with fireworks he sent most of his audience away thinking.

"If a concert could be presented successfully why not other means of entertainment, including stage plays and even the revival of the minstrel-type of entertainment which had its start on the river showboats of old?

"The city is well aware of its advantages industry-wise... and what of its advantages tourist-wise? Such a recreation project would be of benefit not only to the area but would bring tourists into the city as well . . .

"Listening to the music against the backdrop of height and the sheen of water, with the lights of small boats gliding by in the darkness, brought home to many the thought that the dirty old Ohio River has its artistic possibilities.

"Why not a cultural project from what has hitherto been only commercial? Why not Ohio River Festival?

"Impossible? Think about it."

The orchestra played to crowds of 50,000. And everywhere people are asking the same questions, and others – about boating, water sports, river jazz, show boats and lots more.

Next year, the KDKA Concert Barge will revisit all twelve cities by request, and make eight new stops. How much more will the trip accomplish than bringing live concert music within earshot of industrial towns teeming with people? Will this discovery of the Ohio's value as a cultural center take hold?

It's too early to tell. But one thing KDKA knows for sure: people *are* thinking. In fact, not since a steamship first navigated up that muddy old river and opened the doors to the West has there been such excitement about it. And everyone knows what *that* led to.

*Bill Belanger in the *Herald-Advertiser*, Huntington, W. Va.

KDKA PITTSBURGH

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to be in constant two-way communication with the police division's short wave station.

Typical of the type of activity carried on by the helicopter is the time that Lt. Mehring noticed a brush fire. Two adults and two children were trying to control the blaze before it reached some nearby buildings. The pilot dropped to within a few feet of the fire and kept the blade whirling so that it blew the flames away from the buildings until the firemen could arrive on the scene. The helicopter then returned to its "regular" job of detecting and directing traffic snarls.

The news department of WICE Providence, R. I., is also equipped with a helicopter. Twice during last year, the station says, the craft was used in cooperation with the state police for search and rescue work. In one case, the 'copter was used to transport a lost child to a hospital, and in another case it was used to help track down a suspected murderer.

When word came that two brothers, who were wanted for the murder of a Philadelphia police officer, had been found in Massachusetts, WFIL Philadelphia dispatched one of its newscasters to report directly from the scene. The station reports that one of the brothers was killed trying to escape, and that the newscaster rode in the car with the remaining brother and police officials, getting first-hand interviews on tape.

An interesting example of how a station uses its mobile facilities to give thorough coverage to a local disaster is provided by WGBI Scranton, Pa. Early last year, the Susquehanna River tore through its river bed and flooded a coal mine near Scranton, trapping 47 miners.

The station dispatched its news cruiser to the scene as soon as word of the disaster had been reported. According to the station, the news cruiser remained on the scene 24-hours-a-day for the next six days, with an average of three broadcasts an hour during that period of time. The reports from the news cruiser were taped and played through beep-phone facilities for stations in Canada and as far as Kansas, the station reports.

NEWS FEATURES

The swift reporting of events is only part of a station's usual efforts in the performance of its job as a



news medium. Regularly scheduled and special features permit the public to be made more aware of a wide variety of important matters.

WQAM Miami, Fla., for example, has two features which run on alternate days, and are heard after each hourly newscast. First is the *Better Business Division.* Recently, the local head of the Chamber of Commerce Better Business division made a series of announcements reporting on the 23 top swindles in the area which listeners were warned to watch for during the season in southern Florida.

The alternate feature is called *Sound Off.* This gives listeners an opportunity to air their views, gripes and complaints about anything in their neighborhood or the city of Miami. As soon as the complaints are received, the station states, they are forwarded to the proper official or department for investigation and possible action. According to the station, many improvements were added to the city of Miami as result of information aired on the feature.

Twice each month, WTRC Elkhart, Ind., broadcasts a live 90-minute program of the town's city council meetings directly from the council chambers. The station reports that the program informs the community of various civic projects and the voting record of the various councilmen.

Since the inception of its one-hour weekly newspanel series, *Newsmakers: 1960,* WBZ—WBZA Boston says that ". . . the program has provided an available platform to leaders in New England and the nation



EXPANDED NEWS COVERAGE for listeners of KROD El Paso, Tex., was provided by addition of Piper Comanche for use by station's mobile news units. David Scribner, gen. mgr., and John Murray Jr., national promotion director, seen discussing plans for their new acquisition.

These are the things that matter most to me . . .

"Our helpless and handicapped..."

. . . last in line, as usual. Had to work late at the office again. Then a quick snack and a mad dash to KYW. Hope I'm in good voice tonight.

Last night we went to an orphanage. Tonight, a hospital. Never thought one night stands would mean so much to me. I joined the road show for the experience, and thought it might help me break into radio.

But some of these people I work with do it just to help raise money for charity.

Couldn't understand that at all, at first. But when I go into my act and see those faces light up — little boys, veterans in wheel chairs, old people who can hardly see. Well, if you were Ethel Merman on Broadway, you couldn't get more of a response.

There are 128 other people in the KYW Road Show — singers, dancers, mimes, jugglers — aged 7 to 55 — and each must feel somewhat like this. They put on their act twice a week, sometimes four nights a week . . . travel up to 50 miles outside Cleveland city limits . . . to help raise money for charitable and welfare groups.

Last year the KYW Road Show received the American Legion Citation of Merit, a prize rarely awarded to non-Legionnaires, for its contribution to the civic and community life of Northern Ohio.

KYW CLEVELAND

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who have reported on major controversies, issues and problems affecting local area, nation and the world."

The program features leaders in all fields who are questioned by four panelists from the station's news department and Boston newspapers and wire services. According to the station, the interview show has been the source of many stories which have received nationwide attention via newspaper and wire service stories. The most famous of these probably being the one dealing with the appearance of the Governor of New Hampshire, and questions about the prospects of New York Governor Rockefeller and Vice President Nixon in the State's first-in-the-nation primary. The broadcast brought about a flurry of activity among local and national Republican Party leaders.

WCCO Minneapolis recently cooperated with 12 scholars and made it possible for two women journalists to study in Russia, and for its farm service director to travel in seven European countries, all of whom reported their findings on the air.

The group of scholars was headed by a leading educator who is also a WCCO news analyst. According to the station, he prepared broadcasts ". . . from the most remote points in Russia from which any Western visitor had yet reported."

When it appeared as if the two women journalists would not be able to make their trip, the station made a public appeal for funds and ". . . added resources of its own to make their trip possible."

WCCO's farm director toured in Europe with Agriculture Secretary Ezra Taft Benson. He reported his impressions from Iron Curtain countries during the tour, and many times on his regular programs.

WNEW New York has one of the largest and most complete news organizations of any station in the country. The station considers the weekly *News Close-up*, as one of its most effective news activities.

On the air since January 1959, the program concerns itself with a wide variety of subjects, ". . . going directly to the people and organizations concerned." Some of the matters taken up in this broadcast include "the record of the Legislature," which was a debate on the performance of the State Legislature; the Mayor of New York discussing the controversial tax on taxi rides; a debate on the treatment of narcotics addicts.



WSB Atlanta has regularly been carrying its 15-minute, five-day-a-week *Open Mike* series. Recently, the broadcast covered news from Georgia's General Assembly. The listeners were given a complete report on daily happenings in the Legislature, using the actual voices of the newsmakers speaking directly from the floor of the Assembly, ". . . and delving into political developments more completely and thoroughly than is done on a regular newscast."

Many veteran lawmakers, reports the station, stated that they heard daily repercussions from the *Open Mike* broadcasts, as voters around the state listened to these developments and wrote, wired or called the state capitol with their reactions.

In addition to the special series, the *Open Mike* program has dealt with such subjects as desegregation, an inside report on conditions for the mentally ill, a study of the state's prison system, among others.

KDIA Oakland, Calif., reports that it has presented many special programs designed to keep its listeners abreast of matters of local and national interest. Over a recent 30-day period, the station reports, some of the programs carried included a special interview with an expert on the "Negro and labor unions: an interview with Cornelia Otis Skinner on Brotherhood Week; a special Negro youth panel on the lunch counter demonstrations.

There were also two special programs on capital punishment, with particular reference to the Chessman case, and a remote broadcast of the first Negro



IN RECOGNITION OF members of its community, WCCO Minneapolis sponsored an honor lunch for the 10 Minnesotans on the Gold Medal U.S. Olympic Team. Members received plaques from Gov. Orville Freeman (l.). Sportscaster Halsey Hall interviews Jack McCartan (c.).

These are the things that matter most to me . . .

"The emergencies..."

WHAT'S A PENNY PITCH?

To most people it's a line you pitch to. Closest penny's the winner and takes all.

To WOWO listeners it's different. They pitch pennies by the thousands to a kitty at WOWO . . . to help losers in the game of life. It started in '54, and has been going on ever since.

That first year they pitched pennies for a new typewriter to help a crippled lad to continue putting out a local newspaper – his sole means of support.

In '55 pennies were pitched toward power tools for a disabled veteran. As a result he was able to start his own woodworking business.

In '56 WOWO pennies rebuilt a home for an elderly couple, unable to modernize on their own.

The next year WOWO broadcast the story of a blind woman and her four children, about to be evicted from their small apartment. 15,654 listeners played . . . and purchased a home for this family.

In '58 WOWO coins jingled their way up to rebuilding a home and playground facilities for a couple that sheltered orphans.

Last year WOWO listeners burned a mortgage for a widow and six children. 19,232 people played that game. The kitty: $11,230 – enough to pay the mortgage and provide for a much needed operation for one of the children.

The game that started with a typewriter for a small boy has furnished homes for needy families.

What will the stakes be next year? No one can say for sure. One thing is certain. No station in the Tri-State area is more eager to help its community . . . no station better known for the help already given.

WOWO FORT WAYNE

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

boycott and picket line in California.

WNBF Binghamton, N.Y., reports that it set up a cooperative service with the Broome County extension service airing special programs devoted to new developments in agriculture. News items dealing with farming and advanced techniques in farming were integrated into the station's newscasts.

KBHS Hot Springs, Ark., reports that "In our section of the state the political scene is of the utmost importance. In view of that, we have brought comprehensive, interpretive news to the people concerning our Grand Jury and the indictments handed down."

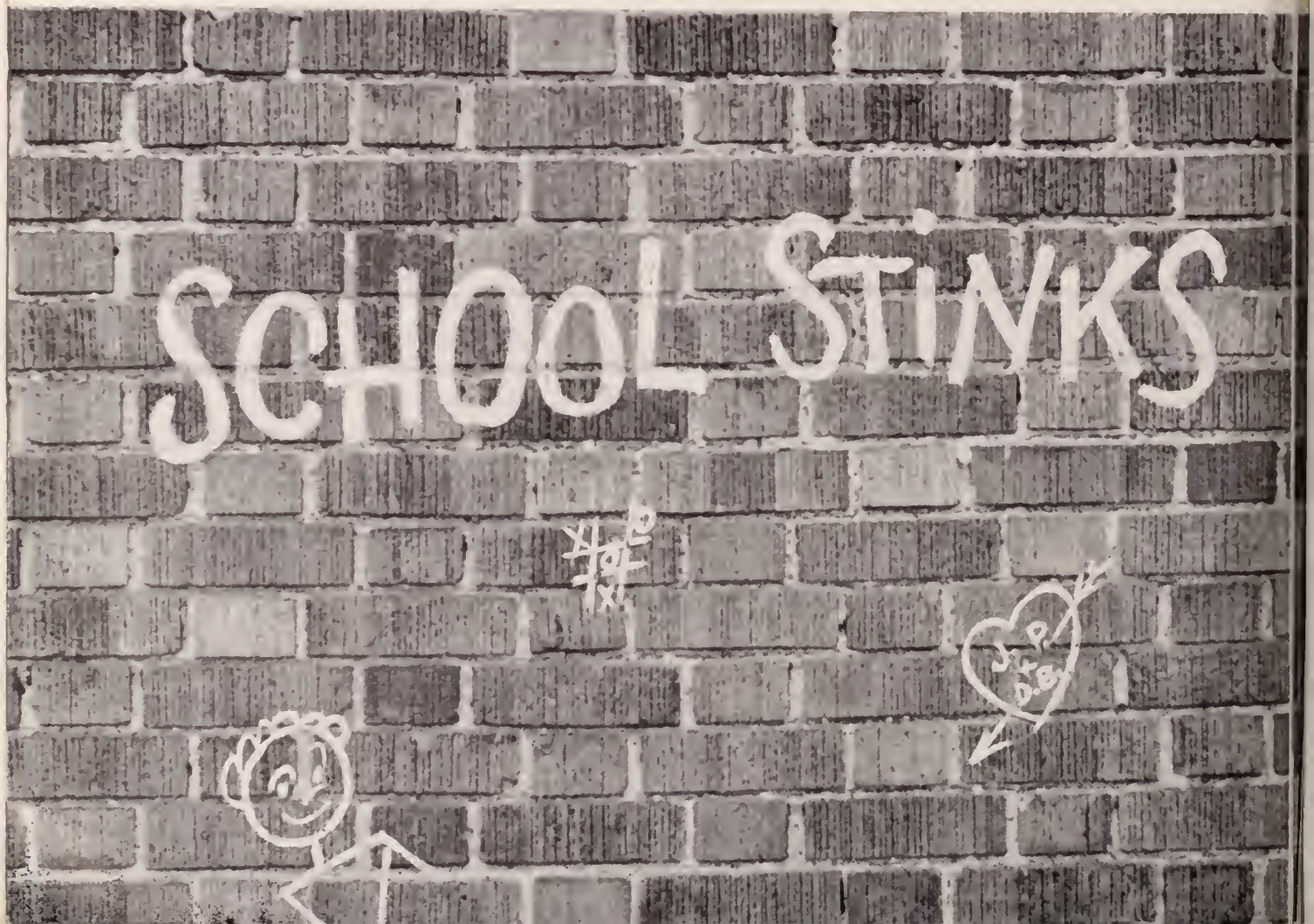
WLIB New York recently aired over 200 special newscasts and feature programs on various aspects of the civil rights bill being debated in Congress. In addition to an average of four news stories a day on the latest developments in the debate, the station says, it also provided listeners with beeper-phone interviews three times daily from a Washington correspondent from the Capitol floor.

A number of special discussion broadcasts, featuring senators and congressmen from both sides of the civil rights debate, were also aired.

A new series called *A Lawyer Looks at the News* was launched last month by WGAR Cleveland. Members of the Cleveland Bar Association are heard on the weekly quarter-hour program. They deal with news which has legal significance for the average person.

At the end of last year, WGAR reports that it organized a special mid-week *City Club Forum*. This is a one-hour program dealing with local issues, and featuring authoritative speakers. The station also has added to its staff a writer-researcher who will work exclusively on documentaries dealing with problems of local interest and importance. Two program titles are "Brotherhood: Fact or Fiction?" and "The Quality of Public School Education in Greater Cleveland."

WGN Chicago has two regularly scheduled programs designed to keep its listeners abreast of local and national affairs. *Talks of Our Times* is a 30-minute program featuring speeches of informed men and women on topics of interest. These programs are taped at various locations in Chicago, such as the Executive Club and the City Club. Some of the



speakers have been the head of the United States Chamber of Commerce, a leading member of the American Bar Association and the editor of the Christian Science Monitor.

Your Senator Reports is a 30-minute weekly program on WGN which features 13-minute reports by two midwestern senators each week on non-political topics of interest to the community. Senator Dirksen speaks each week, and is followed in weekly rotation by Senators Hartke, Proxmire, Hart, Wiley and Capehart.

Two years ago, KFAL Fulton, Mo., urged officials of the Missouri State Hospital to develop a special program series which would tell the story of the mentally ill. The objective of the series would be to inform the public of the problems facing the mentally ill and what was being done to help them. After working closely with hospital officials, the station reports that it came up with a series of broadcasts which was very well received, and which was also aired on other stations.

As can be seen from the previous reports, which provide a cross-section of station activity in the news area, this vital function is being carried on in many ways. These efforts might come from a one- or two-man staff in a tiny community, or an elaborate and comprehensive setup, such as that of WWJ Detroit with its 12-man staff. However, regardless of the size, all are helping to keep the community and the nation alert and informed. • • •



EMPHASIS ON EDUCATION by WBAL Baltimore takes the form of a traveling "schoolmobile" which roams the state of Maryland interviewing student and school officials for its weekly 15-minute broadcast. Topics range from driver education, to PTA duties to school government.

These are the things that matter most to me . . .

"Our schools..."

$250 TO GO BACK!

No more pencils
No more books
No more teacher's dirty looks!

It used to be you'd hear this in June, when school ended. But in Chicago the happy chant had mournful overtones to adults hearing it in September. The nation's second largest city looked upon its school drop-outs and late enrollments as a grave social hazard. "What would they do *instead* this year? In ten years, what *then*"?

To help reverse this trend, WIND launched a "Start School When School Starts" campaign. Forty to fifty spots ran each day.

But WIND didn't stop with spots.

The station sponsored a "Start School Contest" with a $25 daily award and $250 grand prize. Teenagers entered by completing this sentence: "I am going back to school when school starts because . . ."

"We ran this campaign to sell the value of a high school education, just as we sell the value of cigarettes, cars, beer or coffee," says WIND's Dom Quinn.

Result was that WIND had 3,500 entries. *Chicago schools had new highs in enrollments.*

WIND CHICAGO

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

COMMUNITY SERVICE

Radio stations play a full and active role in community affairs

Living in the fast-paced, modern community makes many demands on the time, energies and thoughts of its citizenry. The average member of a community is concerned with juvenile delinquency problems, the school system, supporting national and local campaigns to stamp out diseases, how to cut down on automobile and other accidents, helping out neighbors in trouble, keeping up with civic developments and many, many other things. In every one of these areas, and others, the radio station is an active, interested "citizen" of the community it serves.

The thousands of stations located throughout this nation daily exercise the privileges and responsibilities that come with citizenship. Here are reports from some of the stations responding to the U.S. RADIO survey.

SAFETY

As our society becomes more mechanized, it also becomes more difficult for the public to protect itself from its own "progress." The safety efforts of stations have been keeping pace with this progress.

KMAC San Antonio, Tex., for example, has been airing its *Save A Life* program regularly since 1952. Material for the show is provided by the National Safety Council, the local safety council, Civil Defense Headquarters and the Texas State Highway Department. Last year, the station broadcast 281 programs in the interest of safety, amounting to a total of 98 hours and 40 minutes. These were regularly scheduled





musical programs with safety announcements throughout the programs. Approximately 75 percent of the announcements were on traffic safety. In addition, some 408 safety spot messages were aired.

A 12-month safe-driving campaign was recently launched by KTUL Tulsa, built around a Safe Driver Club. Object of the Club is to enroll all motorists in northeastern Oklahoma, and have them pledge themselves to obey the "Top 10 Rules of Safe Driving."

Working closely with Consumers Oil Co., the station designed a special bumper sticker which has been made available in all Consumers Oil service stations. These stickers, together with a Safe Driver identification card will be available to all motorists. Working with the aid of police officials, KTUL and the oil company will designate a "safe driver of the day," and a "safe driver of the month," with gifts going to these individuals.

These are the things that matter most to me . . .

"Our town..."

PORTLAND'S CURIOUS COLLECTION

Portland, Oregon has one of the nation's newest and finest zoos. Soon it will be the only zoo in the world to feature in its collection an authentic *deejay* – a KEX disk jockey.

What's more, the KEX man is committed to do a broadcast from inside the cage, while his colleagues hurl peanuts at him.

What inspired this monkey business? Portlanders had spent two years and half a million dollars in labor and materials building the world's largest, most spectacular recreation railway for their zoo. But last November, just $10,000 away from completion, funds ran out and all work stopped.

KEX stepped in.

The deejays organized a gigantic community dance . . . and came up with a zany but immensely successful contest among themselves. Object: to see who could get the largest number of listeners to contribute. Booby prize: the monkey's cage and a shower of peanuts.

Well over half the $10,000 needed to complete the Zoo Railway has already been raised. As the contest draws to a close (KEX promised delivery of the full amount this spring), townspeople are feeding the kitty with unabated zeal.

What a curious, wonderful way to build a recreational railway!

KEX PORTLAND

Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

A regular safety feature on the station is the daily broadcasting of the possible location of police radar units. This is done with the permission of the police department, and the station reports that the police believe this service has cut down on the amount of speeding in the city.

WTVN Columbus, O., recently gave its support to the local "Operation Maps" (Motorist and Pedestrian Safety) campaign. During the month-long event, the station broadcast 310 thirty-second announcements, 60 five-minute newscasts and featured safety messages on 24 various news broadcasts. It also cooperated with a local outdoor advertising firm in placing 12 billboards dealing with the campaign in various locations in the city.

A 15-minute safety show, *So It Can't Happen To You*, conducted by the head of the St. Louis Metropolitan Police Department Traffic Division, is the oldest consecutive weekly feature on KXOK St. Louis (20 years). Presented Sunday, the program gives a station "Traffic Courtesy Award" to a driver recommended by a corps of safety engineers who report the driver's act of courtesy back to KXOK. The program has been the recipient of many safety awards on both local and national levels, the station reports.

In an attempt to reduce the death toll, WEBB Baltimore for almost one year has been conducting a safe-walking campaign. According to the station, Baltimore has the highest death rate for pedestrians in the country. The campaign is built around the "Buddy Young Safety Buddies."

A former football star, and now a station personality, Buddy Young appeals to the children to join. The youngsters receive a safety button and card. Free movies are shown, and bank accounts opened for outstanding safe walkers. Each child also receives a letter from Mr. Young outlining six safe walking rules. The station reports that over 3,000 children have participated in the campaign, and a new drive has been scheduled for this summer.

KOY Phoenix, Ariz., recently put on a special campaign to eliminate the sale of fireworks to adults as well as children. However, the station also sponsored a properly supervised fireworks show.

In an attempt to better the city's safety record, San Francisco's chief of police ordered that a black flag be raised on all police vehicles each day that there is a traffic fatality in the city. To support this idea, KYA

Summing up—

The things that matter most to people . . . matter to us. As they should to any responsible broadcaster.

For only by searching out community problems and participating in their solutions can a broadcaster gain the community's confidence – his key to good audience, good service to advertisers.

Hence, the preceding examples of WBC programming. And the community responses described in those stories. Unsolicited recognition, enthusiastically given . . . received with a sense of fulfillment by the WBC stations . . . as were Sylvania Awards, Edison Awards, Freedom Foundation and other awards for public service programming last year.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO: WBZ+WBZA Boston, Springfield / KDKA Pittsburgh / KYW Cleveland / WOWO Fort Wayne/WIND Chicago/KEX Portland, Ore. *Represented by AM Radio Sales Company*
TELEVISION: WBZ-TV Boston / WJZ-TV Baltimore / KDKA-TV Pittsburgh / KYW-TV Cleveland/KPIX San Francisco *Represented by Television Advertising Representatives, Inc.*

San Francisco, decided to make use of its 800-foot transmitting tower which was converted into a "giant candle" since it is located on Candlestick Point. Working with the police department, the station agreed that the "giant candle" would only be lighted if there was no Black Flag flying. The chief of police taped a series of messages announcing whether or not the candle would be burning in San Francisco that night.

CIVIC AFFAIRS

Being an integral part of the community, the radio station often devotes a great deal of attention to civic problems and events.

WBT Charlotte, N.C., has inaugurated a "Community Pride" competition. As explained by the station, the winning community will receive a cash award of $1,000 and one year's possession of an award cup. The event is open to all towns of 1,000 or more population within hearing distance of the station's signal. Listeners are invited to vote for their favorite town. The town receiving the most points during the year will be the winner. The cash will be turned over to that town's governing body for use in civic improvements.

Weekly standings are announced regularly on the station, and the town in first place on the first of each month is featured on WBT for one day. Local civic and business leaders are interviewed on the programs.

WBEN Buffalo, N.Y., has been broadcasting the *University of Buffalo Round Table* each Saturday evening without interruption since 1941. In those 19 years, the station has made its microphones available to civic, state and national leaders in education, labor, commerce, industry and politics.

KLZ Denver has been active in civic affairs with such programs as *Citizens By Choice*, which deals with naturalization and the various facets of this subject as it applies to the new citizen and to the community; and *Income Tax Panel*, which offers the listeners pointers on this oft-times perplexing annual event.

On KTOK Oklahoma City, a *Civic News* series is heard five days a week. The series includes interviews on various projects of interest to the community, and interviews with outstanding visitors to the city. In a similar vein, KPRC Houston, Tex., conducts its *Community Events Calendar,* which is heard an average of 38 times a day. Each message mentions an item or activity of some civic, church, social or other group.

KWKH Shreveport, La., has been supporting the move to get a zoo for the city by scheduling announcements calling attention to the project, and by having the public come to the station to pick up tickets for a "zooarama," which the station says is a preview showing of animals already promised to the zoo.



WATCHES FOR THERAPY are accepted by Roy Campanella on behalf of The Institute of Physical Medicine & Rehabilitation of New York University Medical Center. Drive by station WINS New York for worn-out time pieces provided watches for training of disabled patients.

FUND RAISING

The public annually contributes hundreds of millions of dollars to help combat and stamp out the diseases that are cripplers and killers of men, women and children. Radio has always been aware of its obligation to contribute and support these necessary fund-raising drives.

Last summer, KBON Omaha conducted an elaborate campaign in cooperation with the local March of Dimes committee. The station reports that all of the funds in the March of Dimes treasury had been depleted and that there was urgent need for money. To dramatize this need KBON's night deejay, Fritz, climbed a pole on the Courthouse lawn in downtown Omaha. He remained on his perch for 15 days, and during that period the station sent performers and celebrities to the "Polio Pole," to be interviewed by Fritz and to focus attention on the fund drive.

In commenting on the project, the drive leader for the March of Dimes campaign in Douglas County said: "The pole, feature stories on KBON, the spot announcements, the time signals which read 'Give to Polio Time' and the tremendous work of Fritz have all made Omahans think twice about polio."

During the most recent Community Chest drive, WKZO Kalamazoo, Mich., wrote and directed a series of campaign songs. These numbers were recorded at the opening dinner by the entire group of volunteer workers for the drive. The recordings were made available to all stations in the community, which used them throughout the campaign. WKZO reports that the songs were credited with being instrumental in helping make the Community Chest drive a success.

When the community's only hospital was con-



SALT LAKE TABERNACLE CHOIR

The sound of the great choir, and its 11,000-pipe organ, has been an inspiring one to Americans these 30 years. The world-famous 375-voice group sings the music of many world religions. It has been hailed as an "adventure in understanding." A network radio program in the public interest...

ONLY ON CBS RADIO

demned, the 1,400 residents of Avalon, Calif., were faced with a serious problem. This problem was even more acute in the summer when the town played host to 10,000 tourists a day.

The local station, KBIG, helped spearhead a move to have funds allocated under an act which, according to the station, provides that the government will match the amount raised locally for the construction of projects such as a new hospital. KBIG devoted a month to an intensive fund-raising effort, and reports that it accounted for approximately $55,000 of the required $150,000. The hospital opened a few months ago.

WFBG Altoona, Pa., actively supported a "Jobs for Joes" fund-rasing campaign designed to bring new industry to the Altoona region. According to the station, the area was hard hit by unemployment and a one-industry economy.

The station says that it organized and aired a "New Industry Conference" with state and local officials, plus editorials pointing out the need for the campaign in an attempt to get action on the problem.

SPECIAL RED CROSS COPY

For its part in last year's Red Cross Fund Drive, WLOL Minneapolis decided not to use the general material supplied to all stations. The station reasoned that its own air personalities could do a more personalized and effective job. All of the copy used during the drive was written by the WLOL staff, and prepared with a specific announcer and style of delivery in mind. The station felt that by doing this it was possible to appeal to its listening audience in a personal way.

According to WLOL, after the campaign was underway the local Red Cross Chapter requested the station to furnish other stations in the area with copy which they could adapt to their own personal styles.

KREX Grand Junction, Colo., has been instrumental in raising funds for the Senior Citizens Home. During the most recent March of Dimes campaign, the station conducted its annual auction and raised almost $3,000, in addition to focusing attention on the drive.

To support the Heart Fund, KFMB-FM San Diego, aired a 60-hour "Jazzathon." The executive director of the San Diego County Heart Association wrote the station that "In addition to the contributions made to the Heart Fund, the publicity given to our Heart Sunday was terrific, and the success of the drive, which brought in about $5,000 more than last year, can be attributed to a large degree to your (KFMB-FM) efforts."



COMMUNITY LISTENING in the park is made possible by the efforts of KMOX St. Louis. Conducting the orchestra is Laruent Torno, who is also a KMOX personality. The bandstand concerts are also broadcast over the air.

PUBLIC WELFARE

The fact that the average person is usually no more than a few feet away from a radio at any time means that the medium is able to perform public service activities swiftly and effectively.

WTUX Wilmington was asked to help find an adult blood donor who had had chicken pox within the past two weeks. A donor was found 10 minutes after the first appeal was put on the air.

At 1:50 p.m., the Pennsylvania State Police were requested to locate a New Jersey salesman in time to prevent him from taking a dose of medicine which would seriously endanger his life. WSBA York, Pa., reports that the police requested that it broadcast an alert on its *Operation Contact* feature. As a result of the broadcast, the station says, state police were able to trace the salesman in less than 70 minutes.

KWK St. Louis recently received word that RH negative "O" type blood was needed to save the life of a patient. According to the station, within 10 minutes after the plea was aired, the hospital called to report that listeners had supplied more than the amount of blood needed.

When a four-year-old boy had been bitten by a rabid dog, KWK states that its listeners were asked to supply information which might lead authorities to the animal. As a result of the appeal, the dog was found 24 hours later.

WSUN St. Petersburg, Fla., offered its cooperation to the local TB Association when it conducted a campaign to get people over 45 to take free chest X-Rays. The station scheduled six announcements daily, including the locations of the mobile X-Ray unit. With almost 54,000 X-Rays made, the campaign was considered extremely successful, and the station says that the TB Association gave much of the credit for the drive to the efforts of WSUN.

Describing its objective to be that of giving the public a better understanding of the mental health problem, its scope and its possible solutions, KDKA Pittsburgh has conducted more than 25 tours of the state



CAPITOL CLOAKROOM

Radio's oldest continuous public affairs series traces our legislative process. It was awarded a Freedoms Foundation Medal for creating "a better understanding of great fundamental American tradition." Listeners hear Presidents, Senators, Congressmen—those who help to make the law. A network radio program in the public interest...

ONLY ON CBS RADIO

hospital for mental patients. As a result, PTA units, unions, women's clubs, business school groups and others have taken the trips. The KDKA tour furnishes a leader for the groups, transportation and brochures explaining the work of the hospital. The station also arranged for the talent at the summer carnival put on for the 3,000 patients. Spot announcements and interviews have supplemented the "in-person" phases of the station's mental health projects.

At the beginning of Brotherhood Week last year, WTTM Trenton, N.J., broadcast a special two-and-a-half hour radio discussion dealing with human relations in the greater Trenton area. The program was divided into five panels discussing housing, education, juvenile delinquency, employment and law enforcement. Some 20 community leaders participated.

The program was planned with the assistance of the National Headquarters of the American Civil Liberties Union. According to the station, the ACLU said that this was the first program of its kind in the field of human relations in the United States.

KGMS Sacramento, Calif., cooperated with a recent Boy Scouts Alert test. For one week prior to the alert, the station broadcast a pre-alert signal. On the alert night, information and directions for each district were aired. The station reports that the Golden Empire Council informed it that there was an almost 100 percent participation in this Civil Defense drill by the Scouts in the area.

KVOS Bellingham, Wash., came into contact with a blind man who had recently arrived in town. The man said that people, not understanding how a guide dog worked, often gave assistance that only served to confuse him and his dog. Out of this discussion came the idea for a special program dealing with the blind people in the area, and the various agencies dealing with the blind.

YOUTH AND EDUCATION

Since a nation's youth is still its most valuable "natural resource," it is important that the problems facing the young, and how they are being trained to take their proper place in society be given as much exposure as possible. Radio is aware of its responsibility in this area.

One of the interesting examples of East meeting West, is the friendship which has developed between the cities of San Francisco and Osaka, Japan. Each year, San Francisco conducts a "Pacific Festival," which is designed to ". . . continue to foster this basic relationship of friendship between San Francisco and her neighbor communities and nations throughout the entire Pacific Basin."

One of the other objectives of the Festival is to promote good health. In connection with this, KYA San Francisco, in cooperation with Parke, Davis and Co., last year arranged to have presented and delivered to Osaka, 50,000 capsules of Chloromycetin, ". . . for use in Osaka's charity hospitals as a gift from the youth of San Francisco."

KRLD Dallas conducts a weekly 30-minute program called *Salute to Education*. Each week, the station takes portable taping equipment to a different high school or junior high school and tapes a program of band or choral music by the students of the school. Each program also includes a talk by the principal of the school.

Every Saturday morning, the station also conducts a show called *Teen Time*. Each week, a group of students from the speech classes is invited to appear on a panel discussion.

A special series dealing with juvenile delinquency was aired by WQXR New York. The series touched upon four different phases of the problem, with a complete program devoted to each subject. Presented

HOME FROM A MARCH for the National Foundation is KSO Des Moines Program Director Dick Vance (c.), here receiving congratulations from Bob Ray, the foundation's Iowa State Chairman. Tony Moe, KSO general manager, looks on. Contributors deposited $3,600 into the barrel in the wheelchair which Vance pushed for 35 miles, from Ames, Ia., to Des Moines.



WARY GLANCE at the needle from next-in-line, doesn't prevent this recipient from smiling as he gets his Salk shot. The anti-polio drive was sponsored by WMCA New York to help promote health in the community.



in cooperation with the Juvenile Delinquency Evaluation Project of the City of New York, the series dealt with the anti-social gang, the cop on the beat, kids behind bars and a forward step in community action. Participants on the programs included city officials, civic leaders and laymen who have worked with youth.

KFRO Longview, Tex., has been conducting a 30-minute *Teen Time* program for over 10 years. The program is put on by local high school students. The station also carries another 30-minute show each week dealing with the PTA programs in various schools in the community.

KFWB Los Angeles recently collaborated with The Students Crusade Against Narcotics in a campaign calling for the enactment of more severe penalties for the sale of narcotics to teenagers in California. According to the station, 400 spot announcements were broadcast in one week, plus editorials by the station president on each news broadcast. One of the objectives of the campaign was to raise funds to finance a trip by the Students Crusade to Sacramento for a visit with the Governor.

"FACTS ABOUT DOPE"

The station covered the various developments with on-the-spot broadcasts, and "Facts About Dope" were aired on every disc jockey show. Press interviews and conferences were arranged by KFWB in Los Angeles, San Francisco and Sacramento. A resolution commending the station for its role in the anti-narcotics campaign, was passed by the City Council of Los Angeles.

WDIA Memphis has been active in many projects geared to the problems of youngsters in the community. For a number of years, the station has provided two buses, driven by station personalities, which make 20 trips a week transporting crippled children to a special school for the handicapped. The station has been conducting spelling bees, offering a week's trip to Washington to the student and his teacher. WDIA presents an all-expense paid trip to one of the major bowl games to the outstanding high school football player.

WINN Louisville, Ky., has devoted a good deal of time and effort to youth and youth organizations. A number of these organizations have demonstrated their appreciation. A letter from the United States Coast Guard thanked the station ". . . for the opportunity to 'spread the word' concerning the Coast Guard Academy. We have already received several inquiries as a result of the broadcasts." Another letter in the station's files states "We are most grateful to WINN for helping the 'Y' to promote our classes and YMCA Week. These spot announcements go a long way to inspire people to take an interest in themselves and the "Y."

The range and scope of radio's activity in community affairs are wide and deep. A station like WGY Schenectady, N.Y., for example, last year carried announcements from more than 120 different organizations, covering subjects from Aid to Higher Education to announcements for the YWCA. Or a station like WINS New York, which regularly carries public service features and spot announcements dealing with such diverse subjects as missing persons, traffic jam bulletins and pleas for blood donors in order to help serve its fellow citizens.

The activities which have been reported are not unique because of the stations mentioned here. The unique factor is that these events are going on daily at almost any one of the over 4,000 stations now on the air. • • •



PROGRAM FOR YOUTH is presented by Gov. David L. Lawrence at the Pennsylvania Conference on Children & Youth at arrisburg. Edward Young, KDKA Pittsburgh, producer and administrative assistant, is shown with tape recordings that were played for the delegates at meeting.

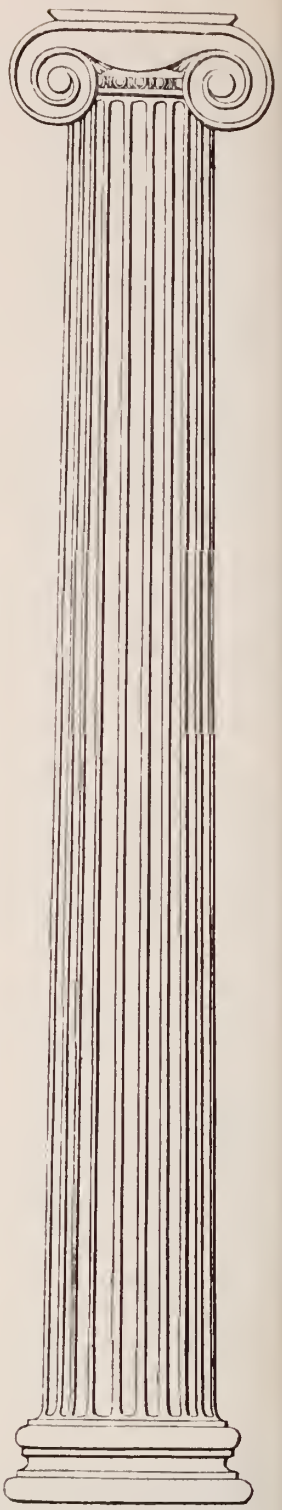


CONCERN FOR HEALTH is in realm of radio's efforts for the community. KRLA Pasadena, Calif., contributes to this area by establishment of a Polio Clinic where citizens line up for protection against the dread disease.

KWKH

KTHS





2 GREAT SOUTHERN STATIONS

that people believe in

OPERATING IN THE PUBLIC INTEREST

with diversified or "Full-range" Programming . . .

outstanding news coverage

invaluable service to agriculture

the best in sports, including live broadcasts of major league baseball and both college and pro football

live religious broadcasts

special features and discussion programs devoted to public affairs

cultural programs including grand opera and master works of music

all types of popular music

information service for housewives

a tradition of responsible broadcasting which has captured the confidence of their listeners . . . listeners who not only hear, but heed.

KWKH *50,000 watts* • *1130 kc.* **Shreveport, Louisiana**

Represented by Henry I. Christal Co., Inc.

KTHS *50,000 watts* • *1090 kc.* **Little Rock, Arkansas**



Measure of a Great Radio Station

KWKH

KTHS

20 years: A VOICE IN THE PUBLIC INTEREST



Oil company's sponsorship brings Metropolitan Opera broadcasts to some 12 million listeners

It has long been axiomatic that oil and water do not mix. Twenty years ago, there would have been few to argue that oil and opera would be any more compatible. Now, however, even the most doubting Thomas will concede that the radio recipe concocted by Texaco and the Metropolitan Opera not only make a musical mixture which wins friends for opera, but also influences customers for oil. It is also an outstanding example of consistent public service sponsorship.

This unusual partnership between one of America's largest oil companies and her most famous opera house began on December 7, 1940, when Texaco took over sponsorship of the Saturday afternoon opera broadcasts. During the two subsequent decades, it is estimated that the firm has expended more than $10 million to bring opera to the American public. Approximately 12 million persons tune in regularly during the 25-week season, which has just been concluded on 191 stations over the CBS network.

Just what does Texaco expect to get out of these broadcasts? The answer is relatively simple—good will—that leads people to Texaco dealer service stations.

That this is frequently exactly what happens is illustrated by many letters thanking Texaco and testifying to the writers' use of Texaco products. Perhaps the ultimate in listener loyalty was demonstrated by the gentlemen who telegraphed, "Thank you very much for the fine production of the opera today. While I am a stockholder of a major competitor of Texaco, for the month of January I shall buy gasoline from my nearest Texaco station."

Perhaps the most remarkable feature of this romance with the opera is that Texaco exchanges its millions of dollars for less than a minute-and-a-half of commercial time during the whole of each of the three-to-five hour broadcasts.

Such long-term, dedicated devotion to the public service becomes even more impressive in the light of Texaco's easy admission that it possesses no accurate method to pinpoint the precise relationship between opera listening and product purchasing.

The firm and its agency, Cunningham & Walsh, must rely principally on thousands of letters and cards received each season from satisfied opera fans—many of whom take the opportunity to express their loyalty and gratitude to the company which so faithfully



SCENE OF THE broadcasts is the Metropolitan Opera House, which has provided nearly 600 opera programs for the Texaco show, according to host and commentator Milton J. Cross (r.). Mr. Cross



has lent his voice to every one of the Met broadcasts since they began on Christmas Day, 1931. The 25-week broadcast season enjoys an audience of 12 million listeners on 191 CBS radio stations.

brings to America music that was once the private preserve of a comparatively small group of Met patrons.

On a broader scale, Texaco has accomplished far more than improving its own corporate image and sales graph, more than making opera available to confirmed opera lovers. During the last 20 years, Texaco's greatest contribution undoubtedly has been to provide a touchstone for the changing musical tastes of millions of Americans. Interest in opera and good music is definitely on the increase.

OPERA INTEREST GROWS

No less an authority than Francis Robinson, an assistant manager of the Metropolitan, points out that during the post-war period interest in the opera has increased by leaps and bounds all across the country.

The Met has upped its own New York season from 20 to 25 weeks, and is sold out a major part of that time. Opera companies are springing up throughout the nation. At last count, there were more than 700 operatic producing organizations at work, compared with a handful 15 to 20 years ago. The sale of operatic recordings has also skyrocketed during the same period.

Although there are other contributing factors to opera's new-found popularity—such as increased prosperity, improvement in education and better technology in the recording and record-playing industry—there is no question that Texaco's regular radio broadcasts have sparked much new interest in music that many used to consider "too highbrow."

According to Mr. Robinson, "Texaco's unwavering sponsorship of the opera first introduced it to many persons who had never heard it before, then familiarized them with it and lastly taught them to love it."

Texaco's public service endeavors on behalf of the opera have also extended into the field of fund raising. Through the medium of the Saturday broadcasts, the Met has been able to appeal directly to the public for financial support with very gratifying results. Last year, for example, broadcast appeals resulted in 2,225 five-dollar national memberships in the Metropolitan Guild, and 2,187 one-dollar trial subscriptions to the "Opera News." In addition, Texaco itself has made substantial contributions to the opera for which it is reluctant to take any credit.

Recently, the oil firm made a gift of $300,000 to aid in constructing the new proposed opera house in New York's Lincoln Center for the performing arts. It is noteworthy that Texaco itself did not release this news, and that the gift was publicized instead by the Lincoln Center.

There is still a third facet to Texaco's public service efforts on behalf of the opera. Not only does the oil concern make available music to delight the listening audience and money to house the in-person audience, but it also undertakes an extension program of education and entertainment designed to enrich the musical experience of Texaco's "radiopera" goers.

Under the skillful direction of producer Geraldine Souvaine, Texaco has developed a series of intermission features that contain a wealth of information about opera in general, and that Saturday's performance in particular.

In order of airing, they are the *Opera News On The Air,* with Boris Goldovsky, Norman Dello Joio and others; Texaco's *Opera Quiz,* with Edward Downes as quizmaster, and Texaco's *Roving Reporter,* with Clifton Fadiman. The announcer is Milton Cross. In addition to his other chores, Mr. Cross gives the story synopses before each act.

This season marks the fifteenth for *Opera News On The Air,* the radio edition of the Metropolitan Opera Guild's magazine, "Opera News." This feature, planned in cooperation with the opera management and the Opera Guild, is designed by Miss Souvaine and her associates to be a "commercial for the opera of the afternoon." The purpose is to interest listeners in the particular opera being broadcast.

According to Miss Souvaine, the programs are intended to ". . . illuminate opera for the musically uninitiated as well as for the well-informed opera lover. This is difficult whether the opera happens to be an old favorite or a new, unfamiliar work. In the first case, it is hard to find a new idea or angle from which to approach what might be the eighteenth broadcast of *La Boheme, Carmen* or *La Traviata.* In the second case, it is a real challenge to interest the public in a work of which they may never have heard."

MUSICAL EDUCATION

In summing up, Miss Souvaine says that ". . . there has been no situation comparable to the Texaco intermissions in which musical and operatic information has been provided to such huge numbers of people in terms they could understand, and yet terms that are also authentic by the best yardsticks of scholastic musical education.

"These programs and operatic analyses—sometimes occupying as much as 80 minutes an afternoon—have played a conspicuous part," we feel, "in the development of the warm affection and pride that exists throughout the country for the Metropolitan Opera."

Although Texaco's opera sponsorship has been intended and accepted as an almost pure example of public service since 1940, it would seem that in radio, as elsewhere, virtue is sometimes its own reward.

Witness this typical letter received earlier this year by Texaco from an opera lover in St. Petersburg, Fla.:

"Please add my distant handclap to the general applause for the magnificent performance of *Tristan and Isolde* at the Metropolitan this afternoon. I hope you and CBS realize that in these days there may be many of us who prefer good live music and opera to tv westerns, or even a football game.

"And just to show that it is worthwhile commercially, I shall feel obligated from now on to switch to Texaco as a means of paying my subscription ticket to today's and future Metropolitan broadcasts."

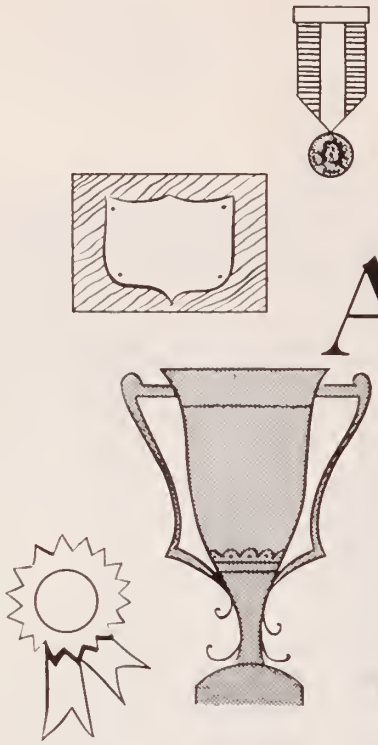
It is perhaps through such letters that Texaco has discovered that enlightened public service may often be the key to substantial profit as well. • • •



Metropolitan Opera

Millions of Americans spend Saturday afternoon at the opera through these broadcasts direct from the great stage of the Met. For the second season, Texaco, Inc. has sponsored The Metropolitan Opera on CBS Radio, bringing the brilliance and excitement of opera at its best into more homes than ever before. A network radio program in the public interest . . .

Only on CBS Radio



THE AWARD-WINNING VOICE OF AUTHORITY

IN THE PIEDMONT CAROLINAS

Collectively, these awards mean that WBT's 38 years of broadcasting have made it the trusted and authoritative radio voice of the multi billion-dollar market in the Piedmont Carolinas.

WBT

CHARLOTTE 50,000 WATTS

AWARD-WINNING VOICE of AUTHORITY in the PIEDMONT CAROLINAS

2,216,600

2,216,600 consumers populate the 75-mile radius around Charlotte . . . a population larger than the comparable area served by Atlanta.

THE ROAD AHEAD



DONALD H. McGANNON

Mr. McGannon, president of Westinghouse Broadcasting Co. and outgoing chairman of NAB's Tv Code Review Board, comments on the radio code and the tv code being put under one NAB umbrella.

I was indeed impressed by a recent statement of Congressman Emanuel Celler (D-N. Y.), which urged his colleagues in our Congress to remember the accomplishments and positive points of broadcasting when considering legislation to correct some negatives.

This is a fact which I have felt has been lost many times over in the past eight to ten months, in the avalanche of press sensationalism, criticism and scrutinizing comment.

During the past decade of television's rise, radio underwent a complete metamorphosis. Radio assumed the new role of a service medium.

The four thousand radio stations can draw a great deal of satisfaction from the manner in which the news function of radio has been developed, with a phenomenal public reliance upon the medium for this and related services. In the public affairs and public service area, a similarly strong program has been made with features, documentaries and series being introduced all over the country.

In the field of editorialization, perhaps even greater progress has been made in radio than in television.

In the present climate and in the examination of the television-radio relationship, the subject of self-regulation also comes into prominent play. Possibly because the Television Code Review Board has examined with greater delineation and definition the medium of television, it would seem this medium has outstripped radio in the matter of self-regulation.

I think this is partially true, having spent several years as a member of the board and having also enjoyed the experience of operating radio stations in our company. The problem, however, is well in hand, with a committee of the National Association of Broadcasters now in the throes of writing a set of radio standards that will be of sufficient scope and dimension to fulfill the industry responsibility.

I am advised that the NAB anticipates the retaining of a research service to undertake the latter; in so doing, I think it will begin to measure both the problem and its solution.

It would seem logical and also economical in staff and finances to contribute self-regulatory efforts in a single broadcasting entity.

One of the most difficult tasks, the problem of reaching all of the programming and deciding what constitutes good taste or violates standards of taste and decency, might be in part eased if the managing direction and full-time staffs functioned in both areas.

Needless to say, self-regulation is as important in the field of sound as it is in television. The ability of the medium to forestall and avoid the impingement of further governmental regulation must be predicated upon a set of standards and the necessary enforcement machinery that will contribute meaning and vigor to this effort.

If the television code is used as a model, not only will the resulting radio standards carry the prohibitive and negative conditions, but the radio code will have a positive tone and direction. It will spell out a philosophy that goes far beyond the "don'ts" and will set, if you will, a "quality" level of operation.

The opportunities for radio in this field are as great as in television, and the variety of formats is almost unlimited. The word "service" as used in this meaning can be a very practical and fundamental thing. It includes the news and the weather, of course, traffic conditions and community bulletin boards as well as (within our own experience at Westinghouse Broadcasting Co.) a hoard of additional "services."

It would seem that greater use of creative public service programming could and should be made by means of a greater and more uninhibited "cultural exchange" in this area.

Among the WBC stations, we have had a good degree of success, and there are similar groups of stations around the country which have displayed continuing interest in receiving such programming. This "exchange" would do much to ease the staff and budget limitations and to broaden the base of radio's public affairs programming.

Over the past few years, we have had occasion to spend considerable time with a very representative and quite sizable group of broadcasters at the three local public service programming conferences which WBC has sponsored in Boston, Baltimore and Palo Alto. One continuing and impressive reaction has emerged from these meetings on this subject: that is, there is no lack of creativeness or willingness or ability or performance on the part of the American broadcasters in the field of public service. • • •

Our Service Creed

Whereas, we are engaged as brokers, representing sellers, buyers, and owners in the broadcasting industry and

Whereas, we are keenly aware of our service responsibilities to this broadcasting industry we place on record our Service Creed:

1. *To handle every transaction as confidentially as if it were our own.*
2. *To serve as a fully qualified counselor on all phases of a transaction, such as; taxes, capital gains or losses, valuation of assets, depreciation and methods of financing.*
3. *To appraise broadcast properties realistically, at a price which such properties would bring on the current market.*
4. *To decline listing any property which does not measure up to our standards of appraisal, as to price, terms, or condition of sale.*
5. *To refrain from ever sending out listings of properties and confidential financial statements to a general mailing list, and to refrain from disclosing any information until we are satisfied that the prospective buyer is qualified.*
6. *To adhere unwaveringly to our procedure of matching individual buyer with individual seller to the end that both parties are fully satisfied with service rendered.*
7. *To conduct every transaction in such a manner as to reflect credit on seller, buyer, the broadcasting industry, and our own Company.*

Blackburn & Company

INCORPORATED

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Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
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9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770



NETWORK'S ROLE IN PUBLIC INTEREST

With the changed face of radio network operations today, the emphasis in programming has switched from entertainment to public interest fare—news, news analysis and commentary, documentaries, exploration of critical social issues.

Because of their national and global facilities, networks are in a position to offer instantaneous coverage of a major news happening anywhere in the world, or an on-the-spot interpretation of key developments. The news resources of any network can draw upon an almost unlimited reserve of talent and facilities.

In the area of news, NBC Radio carries almost 10 hours (595 minutes) a week of *News on the Hour*, plus three hours and 25 minutes a week of other news programs.

CBS Radio airs 13 and a quarter hours of news programming a week.

ABC Radio broadcasts a total of 85 five-minute on-the-hour newscasts a week, plus a total of 88 programs a week that range in length from five minutes to 15 minutes. These, too, are mostly newscasts as well as commentaries and financial reports.

Mutual carries 34 five-minute news programs a day, running twice an hour.

Beyond the scope of news, networks have also become specialists in the techniques of news commentary and documentary.

Just last month, NBC Radio carried its third *Image* series. This one, *Image America*, comprised 24 hours of programming and covered such things as the problems and patterns of family life, urban living, labor unions, big business, government and politics.

The first of the *Image* series was *Image Russia*, broadcast last year, which consisted of 16 hours of programming. Then came *Image Minorities*, 20 hours of programming.

NBC Radio also carries 200 minutes a week of *Emphasis* segments, five minutes of feature commentary.

CBS Radio regularly offers lengthy documentary-type programming that either interprets a timely news event or analyzes a current social issue.

At the end of last month, for example, the network presented a 45-minute program on "The Death Penalty and Caryl Chessman." It examined the social issues which have caused much controversy on three continents.

During 1959, the network programmed many shows of obvious public interest. There was the *Hidden Revolution* series (sponsored by Nationwide Insurance Co.) and *The Business of Sex*, which achieved national newspaper notice, among others.

In addition, CBS Radio carries non-scheduled news programs covering news events in more lengthy treatment—the American Airlines plane crash in the East River while it was trying to land at LaGuardia airport and President Eisenhower's speech before the National Press Club, for example.

ABC Radio carries one-time special events programming of public interest nature as well as series.

Among the one-time specials the network carried in 1959 were "Pilgrimage to Abraham Lincoln's Tomb," Vice President Richard Nixon speaking before the Los Angeles Press Club and former President Harry Truman's appearance before the Senate Judiciary Committee's subcommittee.

In the way of public interest series, ABC Radio programs about a dozen such segments. Some of these series are *College News Conference*, *Project Tomorrow*, *As We See It* and *Freedom Sings*.

Project Tomorrow is produced in cooperation with the Council of National Organizations of the Adult Education Association of the U. S. and is designed to inform the people of the progress of their voluntary organizations in helping accomplish a better life.

Mutual's concept of news stresses actuality and on-the-scene reports. In addition to its twice-an-hour newscasts, the network also programs *The World Today*, a Monday through Friday series 25 minutes in length. The network feels that because of its approach to news and *The World Today* show there is no need to program "special" documentaries.

An example of the way it covers news was the Caryl Chessman proceedings. The network assigned a four-man team. Because of possible legal maneuvers, Mutual assigned one man to the Governor's mansion, one to the chief clerk's office of the State Supreme Court, one to the warden's office at San Quentin and one to view the gas chamber proceedings.

In *The World Today*, Mutual allows itself opportunity to explore and interpret current and topical events of interest. At the end of last year, for example, two *World Today* segments were set aside to present "The Frantic Fifties," a two-part review of the last decade. • • •

"YA GOTTA HAVE HEART!"



That's the kind of radio we pride ourselves on —

RADIO WITH "HEART"!

Each Founders Group Station has captured the elusive heartbeat of *living* radio. Yes, ours is the kind of radio that moves people, *never pushes* them.

When you buy Founders Group Stations you can be sure you're getting responsible radio *(ask our listeners)* . . . and resultful radio *(ask our advertisers)*.

It all boils down to this: Many broadcasters *serve* their communities. This is as it should be, but Founders Group Stations go a step further . . . they become *part* of the communities they serve!

THE FOUNDERS GROUP OF STATIONS

Founders Corp., N. Y. C.

WFBL — 5,000 Watts, Syracuse, N. Y.; Henry Wilcox, Gen. Mgr.

KPOA —10,000 Watts, Honolulu, Hawaii; Peter McGovern, Gen. Mgr.

WSMB — 5,000 Watts, New Orleans, La.; McLaws Kieffer, Gen. Mgr.

—David Mendelsohn, Pres., Radio Hawaii —

A DUAL OBLIGATION



MURRAY D. LINCOLN

Mr. Lincoln, president of Nationwide Insurance Companies, whose firms sponsored The Hidden Revolution, *explains why he thinks public interest programming is the responsibility of both radio and business.*

One of the fundamental principles of the Nationwide Insurance Companies is the idea that *people have within their own hands the tools to fashion their own destiny.* And we look upon radio as one of the implements to advance what is not only an idea—but an ideal.

In our time mankind has made amazing progress in matching the incredible speeds of the world and of sound.

However, the moral progress of man—his social progress—his ability to live together peaceably and in understanding with his fellow men—is not making comparable advances. But we *are* on the way.

There *is* stirring in the world today a people's revolt against those sowers of fear and famine.

This revolt has come along with knowledge—knowledge that for the first time in history we know how to abolish hunger, want, disease, and scarcity; knowledge that we now know that we have the ability to abolish hunger, want, disease, and scarcity.

Literally, for the first time we have crossed the threshold into the land of plenty.

We have found that with all this plenty, we must *share* it to *keep* it.

That's where radio can contribute to a peaceful world of plenty.

First, by telling people that it is possible to create abundance for all people everywhere.

Second, by helping people to develop the plans and the organization to spread that abundance world-wide.

Today, perhaps more than at any time since our country began, people need a clearer knowledge of what is going on in the world.

Momentous decisions that may affect the lives of all of us for generations to come are in the making—and people's opinions must be gathered, as well as information given. There is a great and compelling need for fuller, freer communications between people.

We've been asked on several occasions why Nationwide sponsored *The Hidden Revolution* radio series. We were aware, of course, that programs which bear the "public service" label do not ordinarily attract sponsors. That may be because many of the programs are dull and uninteresting—so they don't attract audiences.

There were several reasons for our sponsorship.

If radio is to be a vehicle for fuller, freer communications between people, we believe that it has an obligation to provide—and the public is entitled to expect—something besides a daily diet of cowboys, comedies and music. Moreover, we believe that business—particularly big business—has an obligation to support programs that try to do more than amuse or entertain.

We hoped *The Hidden Revolution* would help Nationwide realize some of its institutional objectives. Our organization has been experimenting—principally through a policyholders' participation program—in ways and means to strengthen economic democracy. Through the radio series, we hoped to get more of our policyholders interested and involved in the democratic machinery we've set up—and to get more people to become Nationwide policyholders.

We were convinced that *The Hidden Revolution* was a good show and, consequently, had advertising value. We're satisfied that the imaginative techniques and dramatic effects applied by CBS made it entertaining and interesting enough to hold listeners.

In a broader sense, we believe such programs are stimulants that will help awaken people to the fundamental issues of our time—and change the popular mood in this country from one of seeming indifference to public issues to one of responsible, articulate concern.

We at Nationwide hold that an enlightened public is a responsible public—that when the people themselves grasp a problem, the first great step has been taken toward its solution. We believe that every organization—profit and non-profit—ought to do everything possible to alert the American people to the problems and the conflicts of the day.

For if democracy and freedom are to survive—if *we* are to survive—all of us must learn to be participants in history—and *thinking* participants at that. • • •

AGENCY STAKE IN PUBLIC INTEREST

The survey of agency executives by NBC Spot Sales shows unmistakably the future of public service fare at agency-advertiser level

It is not easy to arrange with complete balance exactly how advertisers and agencies fit into the living room of public interest programming.

Certainly, it is the medium's obligation—and not the advertiser's—to serve the complete needs of its audience. In broadcast media, this is especially true because a federal license is involved.

Advertisers, however, do have a stake in public service radio because of parallel interests. If a radio station has achieved a positive service image in a community, is this not what an advertiser would also like to achieve for his company image? If it can be shown that there is a responsive, buying audience listening to public interest radio—albeit the numbers them-

Question A

Has one of your clients expressed an interest in, or have you recommended to a client, the sponsorship of a radio station public service program?

	Total		Billings: Over $1,000,000		Billings: Under $1,000,000	
	#	%	#	%	#	%
Yes	93	36	25	28	68	41
No	156	61	59	65	97	58
Don't Know	8	3	6	7	2	1
Total Respondents	257	(100)	90	(100)	167	(100)

Question B

Do you believe that you would be more inclined to recommend the purchase of a public service program if you were supplied with more qualitative audience information than is presently available to you?

	Total		Billings: Over $1,000,000		Billings: Under $1,000,000	
	#	%	#	%	#	%
Yes	207	72	76	71	131	72
No	30	10	15	14	15	8
Don't Know	53	18	16	15	37	20
Total Respondents	290	(100)	107	(100)	183	(100)

selves may not be the highest—is this not a fertile field for the advertiser to plough?

From all evidence, Ad Row *is* extremely interested in the positive developments in public interest programming. The NBC Spot Sales' sixth opinion survey of its timebuyer opinion panel has dealt with this interest. It shows in unmistakable terms that sound, well-planned and promoted public service programming can attract sponsor interest—and bring with it many additional benefits to the station.

For one thing, 65 percent of those responding said they believe it tends to run true that a station that develops a strong public service image also provides greater sales effectiveness for advertisers.

This type of programming can be an effective advertising vehicle in helping to mold a corporate image, in the opinion of 95 percent of the respondents. Also, 64 percent believe it can be effective in helping to promote high cost hard goods, while only 25 percent think it is effective for low cost, high turnover items.

The NBC Spot Sales' questionnaire on public service programming was returned by 292 panelists (out of a total sample of 1,000) working for 225 different advertising agencies or offices in cities across the country. Of the respondents, 37 percent work for agencies with billings in excess of $1 million, while 63 percent are employed by ad shops whose billings are under $1 million.

Testifying to the mounting interest in public interest programming by agencies and their clients are these results: 36 percent affirmatively reported that either one of their clients expressed an interest in or they themselves have recommended the sponsorship of a radio station public service program; *and* 48 percent believe that advertisers will in the coming years be more inclined to sponsor such radio programming.

The parallel interest between station and advertiser is expressed by Arthur Pardoll, associate media director, Foote, Cone & Belding Inc., New York:

"Through diversified public service programming, a station has an excellent opportunity to establish a close identity with the local community. In this way, the broadcaster can provide a favorable backdrop for the advertiser's message. The image of the station can have an effect upon the reception of this message. Therefore, it behooves stations to put their best foot forward in public service programming."

In the opinion of Donald Leonard, director of media, Fuller & Smith & Ross Inc., New York, radio's role in public interest programming is functional:

"I believe each radio and tv station develops an image—call it 'community character'—and the primary ingredient is public service. Radio, in particular, is not generally lauded for public service because the listener is accustomed to, and expects, radio to do the things that it, of all media, is best equipped to do.

"Notices concerning school closings due to bad weather is a good example. A paradox on this public expectation is the publicity some newspapers have received for simply doing what their editorial pages have always been reserved for: Taking a firm stand on a certain issue.

"As damming as some attacks on broadcast media seem to be, the fact remains that all participate in public service in varying degrees. It would seem that radio, specifically, does this so well without touting the fact that it is being done that the average listener accepts rather than expects."

Also exploring radio's functional role in public service is Sam Vitt, vice president and associate media director, Doherty, Clifford, Steers & Shenfield Inc., New York:

"Public service programming, it seems to me, is just coming of age. Perhaps this maturing will be further stimulated by the recent criticisms of the broadcasting and advertising industries. But it is not really terribly surprising that public service programming is where it is now, nor that it appears headed for a brighter, more productive future.

"In the first place, if one is concerned about public service programming in the broadcast industry, it is probably that either consciously or unconsciously, he is thinking about television. For certainly radio, in reality, today is public service programming to a considerable degree. With its news, time signals,

Question C

In general, do you think that over the past few years the quality level of radio public service programming has increased, decreased or remained about the same?

	Total		Billings: Over $1,000,000		Billings: Under $1,000,000	
	#	%	#	%	#	%
Increased	114	40	51	48	63	35
Decreased	87	30	22	21	65	36
The Same	81	28	31	30	50	28
Don't Know	4	2	1	1	3	1
Total Respondents	286	(100)	105	(100)	181	(100)

Question D

In your opinion, does it tend to run true that a station that develops a strong public service image also provides greater sales effectiveness for advertisers?

	Total		Billings: Over $1,000,000		Billings: Under $1,000,000	
	#	%	#	%	#	%
Yes	188	65	60	56	128	70
No	54	19	29	27	25	14
No Opinion	47	16	18	17	29	16
Total Respondents	289	(100)	107	(100)	182	(100)

Question E
In your opinion, can a public service program be an effective advertising vehicle
(a) to help mold a corporate image?

	Total		Billings: Over $1,000,000		Billings: Under $1,000,000	
	#	%	#	%	#	%
Yes	276	95	105	98	171	93
No	7	2	1	1	6	3
No Opinion	8	3	1	1	7	4
Total Respondents	291	(100)	107	(100)	184	(100)

(b) to help promote a high-cost hard goods product?

	Total		Over $1,000,000		Under $1,000,000	
	#	%	#	%	#	%
Yes	180	64	77	73	103	59
No	50	18	14	13	36	20
No Opinion	53	18	15	14	38	21
Total Respondents	283	(100)	106	(100)	177	(100)

(c) to help promote a low-cost high turnover product?

	Total		Over $1,000,000		Under $1,000,000	
	#	%	#	%	#	%
Yes	71	25	24	23	47	26
No	139	49	55	51	84	47
No Opinion	75	26	28	26	47	27
Total Respondents	285	(100)	107	(100)	178	(100)

Question F
Sometimes controversy is the very heart of a public service program. Do you believe that the exploration of a controversial subject is detrimental to the program's sponsor if both sides of the issue are fairly presented?

	Total		Billings: Over $1,000,000		Billings: Under $1,000,000	
	#	%	#	%	#	%
Yes	32	11	7	6	25	14
No	231	79	87	81	144	79
Don't Know	28	10	14	13	14	7
Total Respondents	291	(100)	108	(100)	183	(100)

Question G
Many people in the industry believe that the type of programming surrounding a commercial has a distinct bearing on the commercial's sales effectiveness. Aside from audience size, do you feel that public service programming is more or less desirable a surrounding than the average commercial programming?

	Total		Billings: Over $1,000,000		Billings: Under $1,000,000	
	#	%	#	%	#	%
More desirable	99	35	37	35	62	35
Less desirable	63	22	23	22	40	22
No difference	89	32	30	29	59	33
Don't Know	32	11	15	14	17	10
Total Respondents	283	(100)	105	(100)	178	(100)

weather reports, traffic analysis, panels, etc., all held together with music, radio has fashioned its survival out of public service programming. . . ."

It is generally conceded that the average public service programming venture will not yield the highest total audience, although there are notable exceptions. What are the prospects, then, for selling this programming to agencies?

Of the respondents to the NBC Spot Sales' survey, 72 percent believe they would be more inclined to recommend the purchase of a public service program if they were supplied with more qualitative audience information than is presently available to them.

To support this view, 73 percent said affirmatively that qualitative characteristics of such an audience can offset for an advertiser the lack of mass appeal.

A question probing the program atmosphere in which a commercial appears—from the standpoint of over-all sales effectiveness—brought this response: 35 percent state that, aside from audience size, public service programming is more desirable a surrounding than the average commercial programming; 22 percent say less desirable, and 32 percent believe there is no difference.

In purchasing spot availabilities on radio, 60 percent of the respondents to the NBC Spot questionnaire declare they either have or would make such buys adjacent to public service fare.

With Madison Avenue often being accused of timidity, what is the outlook for controversy in such programming? Of the replies, 79 percent do not believe that the exploration of a controversial subject

Question H

The responsibility for public service programming lies with the broadcast industry. Do you feel that the heavy users of broadcast time (i.e., major corporations) should share this responsibility by sponsoring some of this programming in the same way they support scholastic awards, research projects, and community health, educational and welfare organizations?

	Total		Billings: Over $1,000,000		Billings: Under $1,000,000	
	#	%	#	%	#	%
Yes	195	68	70	66	125	70
No	62	22	24	23	38	21
No Opinion	28	10	12	11	16	9
Total Respondents	285	(100)	106	(100)	179	(100)

Question I

Which types of public service programming do you feel would have the greatest audience appeal in evening time? (Please rate the following from 1-9)

	Total		Billings: Over $1,000,000		Billings: Under $1,000,000	
*Weighted Ranking	Score	Rank	Score	Rank	Score	Rank
Panel Discussion	1018	8	439	6	579	8
Documentary	1833	2	737	2	1096	2
Political	1238	5	478	5	760	4
Cultural	1149	6	416	7	733	6
News Significance	2183	1	817	1	1366	1
Religious	565	9	198	9	367	9
Educational	1046	7	369	8	677	7
Local Problem	1664	3	569	3	1095	3
Scientific	1280	4	529	4	751	5

*Computed by assigning a weight of "9" for 1st choice, "8" for 2nd choice, "7" for 3rd choice, "6" for 4th choice, "5" for 5th choice, "4" for 6th choice, "3" for 7th choice, "2" for 8th choice and "1" for 9th choice.

Question J

Have you or would you buy radio spot availabilities adjacent to public service programming?

	Total		Billings: Over $1,000,000		Billings: Under $1,000,000	
	#	%	#	%	#	%
Yes	171	60	57	54	114	63
No	50	17	19	18	31	17
Don't Know	67	23	30	28	37	20
Total Respondents	288	(100)	106	(100)	182	(100)

Question K

Do you believe that advertisers will, in the coming years, be more inclined to sponsor radio public service programming?

	Total		Billings: Over $1,000,000		Billings: Under $1,000,000	
	#	%	#	%	#	%
Yes	138	48	52	49	86	47
No	49	17	24	23	25	14
Don't Know	101	35	30	28	71	39
Total Respondents	288	(100)	106	(100)	182	(100)

Question L

Admittedly, public service programming appeals to a limited audience. In your opinion, can the qualitative characteristics of this audience offset for an advertiser the lack of mass appeal?

	Total		Billings: Over $1,000,000		Billings: Under $1,000,000	
	#	%	#	%	#	%
Yes	210	73	84	80	126	69
No	44	15	12	11	32	18
No Opinion	33	12	9	9	24	13
Total Respondents	287	(100)	105	(100)	182	(100)

is detrimental to the sponsor if both sides of the issue are fairly presented.

As to the quality level of public service fare on radio, 40 percent of the replies state that it has increased over the past few years.

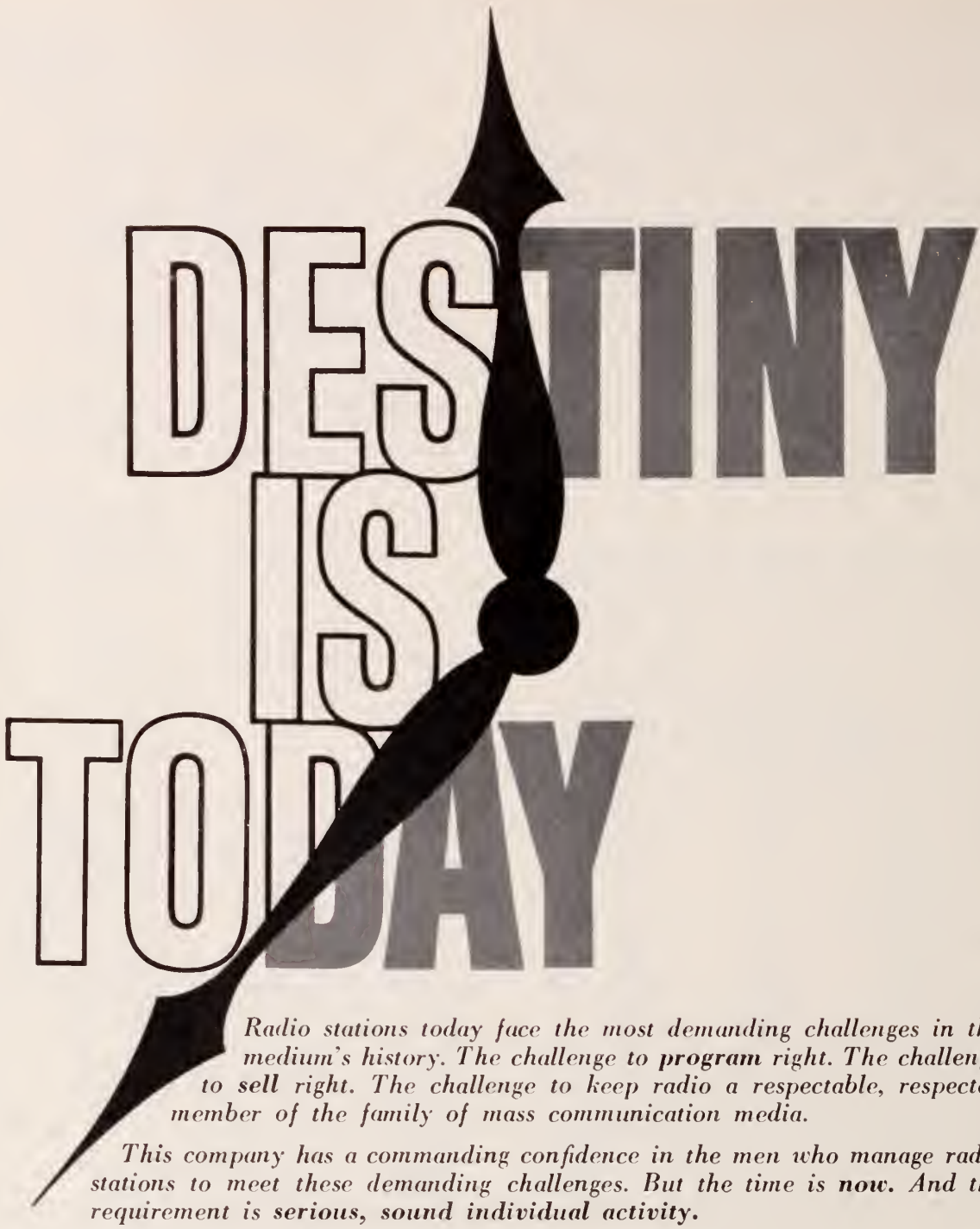
The types of public service programming these agency executives believe would have the greatest appeal in evening time are ranked according to weighted answers as follows: (1) news significance, (2) documentary, (3) local problem, (4) scientific, (5) political, (6) cultural, (7) educational, (8) panel discussion, (9) religious.

Although it is conceded that it is radio's primary responsibility to program in the public interest, many agency executives feel, too, that the responsibility should be shared by major corporations that are heavy users of broadcast time.

Specifically, 68 percent believe that these heavy users should share the responsibility by sponsoring some of this programming in the same way they support scholastic awards, research projects and community health, educational and welfare organizations.

And Jack Scanlon, media buyer, Benton & Bowles Inc., New York, declares:

"I don't think we should ever underestimate the level of interest of our audience. Certainly, editorial association and 'thinking' interest in a program should provide some additional value to selected types of products." • • •



Radio stations today face the most demanding challenges in the medium's history. The challenge to ***program*** *right. The challenge to* ***sell*** *right. The challenge to keep radio a respectable, respected member of the family of mass communication media.*

This company has a commanding confidence in the men who manage radio stations to meet these demanding challenges. But the time is ***now.*** *And the requirement is* ***serious, sound individual activity.***

Destiny doesn't creep. It gallops. And radio's destiny is today. If you are responsible for the future of a radio station anywhere, we urge you to set firm, ***right*** *program policies . . . concerning entertainment, news, public service. We urge you to set firm,* ***right*** *selling policies. And we urge you to stick to both of these . . . until your program policies establish your station as an important part of your community . . . until your rate policies are respected among media. But start* ***today.***

AVERY-KNODEL *National Sales Representatives*
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO

question and answers

THE QUESTION:

What Do You Consider Effective Public Service Programming For An Advertiser?

ROBERT DAY ANSWERS:

Effective public service programming for the advertiser is really the same as that which is most advantageous to the station. It is programming that enhances the station's image and increases its listenership. Isn't this what an advertiser looks for in any kind of programming? The more people that listen to the station—and listen with interest—the greater the likelihood that the commercial message will be heard.

Public service programming, in this respect, is not any different than any other programming. I, for one, however, do not think that the opportunities to build stature by making a station truly informative as well as entertaining have been fully realized, though many stations are moving in the right direction.

To begin with, a programming policy that is sharp, provoking and informative need not be dull, or in any way cut into the entertainment quality of the station. A music and news format, for example, need not be changed in concept to adapt to public service requirements. By simple insertion of informative material in small amounts on an around-the-clock basis, a station can maintain its individual image while materially improving its stature.

Here are a few program suggestions with listener potential that fall into a public service category:

- Exposure of hidden taxes (*Did You Know* series type)
- Calorie counts on common foods and beverages
- Safe driving and courtesy on the road
- Tips on how to save money—good buys on certain types of commodities
- Difference in costs between time purchasing and cash—savings
- Census figures—Rate of growth—Chamber of Commerce reports
- Cost of living—U. S. A. vs. foreign countries (Standard of living, educational differences)
- Good books—best seller lists—libraries.

All of the above information is easily available from such sources as dictionaries, safety councils, current periodicals (*Changing Times* magazine and the *Wall Street Journal* are good examples) and the government printing office. Used judiciously within the framework of an entertaining program format, such informative programming can only build loyalty and interest in the station.



Mr. Day, vice president in charge of radio and tv, Albert Frank-Guenther Law Inc., New York, *explains that ". . . good material in public interest enhances listenership and builds station stature in the community," and makes the station an effective medium for the advertiser.*

MORE PUBLIC SERVICE PROGRAMMING

The broadcasting industry has embarked upon a platform of increased "public service" programming. Unfortunately, many stations have taken the path of least resistance—charity mentions or half-hour discussion programs at low listening periods. Coupled with this is a "necessary evil" attitude and approach to public service broadcasts.

Many positive, aggressive stations, on the other hand, continue to prove that good material in the public interest enhances listenership and builds station stature in the community. They, in effect, contribute by their forward-looking public service approach to the image and leadership that make them an effective medium for the advertiser.

(Cont'd on p. 68)



Mr. Gans, president of Joe Gans & Co., New York, *believes that stations can develop an audience for public service programs. He says, "Produce them with talent and imagination, schedule them at more acceptable listening hours and you are bound to attract and hold a large, serious-minded adult audience."*

JOE GANS ANSWERS:

First of all, I believe the term "public service" when used in this context is a misnomer. It does not encompass the broad approach to adult public interest programming that can and should be created for sponsorship. There are certain types of public service programs that generally are aired in compliance with FCC regulations. These justifiably should not be made available to an advertiser. Public interest programming, however, is an entirely different subject.

Despite protestations to the contrary, public interest programming unquestionably is the most neglected category of radio broadcasting today. The reasons for this are many and varied. To a large extent, much of what is being done both network and local is pretty lack-luster and unimaginative.

It does not take too much conversation on this subject to start a burlesque chicken-or-the-egg routine. But which does come first? Should the advertiser put up the money to have the programs created? Or, does the station create the series and try to sell it to an advertiser?

Obviously, much can be said for both sides of the argument. I am inclined to think the station must take the initiative. No agency placing national advertising can concern itself with the intimate activities of all the stations with whom it does business. It is up to the station through its sales representative to keep the agency informed about special programming activities.

And now is the time to get started! We have just gone through the "adequate 50's"—when salesmen did not quite sell—service people did not quite give service—and the quality of too many products left much to be desired. The climate is changing. The public seems no longer willing to accept merely the adequate. That is why 1960 will become the year of the image! To my mind, it represents the perfect opportunity for radio to get at least partially out of the Top 40 rat-race and into effective adult public interest programming.

For too long radio has sold itself strictly on the prosaic approach of cost-per-thousand and coverage. It has become mechanical. It has lacked the forceful, dynamic, creative approach which, since the ascendency of television, could give it real substance and quality.

Astute students of the rating services will quickly point out neither public service nor public interest programs ever enjoy high ratings. How can they at 8 a.m. Sunday, or 11:45 p.m. Friday? But produce them with talent and imagination, schedule them at more acceptable listening hours and you are bound to attract and hold a large, serious-minded adult audience—and what's the matter with that?

LARGE STAKE IN FUTURE

It seems to me from the advertisers' standpoint effective public interest programming represents a large stake in the future. It combines the ideally coordinated effort geared to sound public relations and advertising. Over the long haul, this will be an unbeatable combination in tomorrow's advertising concepts.

Today, there is a vast thirst for knowledge in America. People are becoming better informed. The rising standard of living—of social consciousness, if you will—highlights the ever-growing demand for more and better products. There is an increasing awareness of everything from books to Bach—from satellite systems to schools systems—from commuter problems to Communist pressures—and from old-age welfare to missile warfare.

These areas of public interest should be aired. It is a job radio can do with brilliant effectiveness, thanks to lower production costs and the flexibility of tape. Our door will always be open for a presentation of effective public interest programming. • • •

NOW

One of America's great Public servants . . . and
the biggest bonus buy in the West
turns to

YOUNG PRESENTATION

Effective May 1, 1960
Adam Young Inc.
became exclusive
national representative for

KNAK

Creative radio in

Salt Lake City

Let the Youngpresentative describe in detail KNAK's glowing record of public service . . . of supreme salesmanship . . . of creative programming. And let him show you the famous KNAK *plus*. Buy KNAK at the national published rate, and your schedule is "bonus broadcast" on KVEL, Vernal, Utah; KSUB, Cedar City, Utah; KBLI, Blackfoot, Idaho, without additional cost.



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focus on radio

A Quick Glance At People, Places And Events Around Radio-Land



MUSICAL MEMORIES are revived by Art Ford, WRCA New York, as he salutes the return of *The Glen Miller Story*. The remote broadcast originated from the lobby of the RKO Palace, where the movie reopened recently. The broadcast was the culmination of a week-long campaign of 60- and 20-second spots for the movie. Carey Moss displays hat box that she carried to advertise movie's return.



ANYONE WHO'S concerned about the future of our national pastime needs just one glance to see how serious our younger generation is about the game. Little Mr. WIBW Topeka will be listening to his station's radio play-by-plays of the Kansas City Athletics' games.



RETURN OF Kini Popo is celebrated, Hawaiian style, at Park Ave. offices of Peters, Griffin and Woodward. Toasting the KGMB Honolulu personality are (l. to r.) rear: Jack Nugent and Jack Fennell, William Esty Co.; Jack Thompson, PGW; and John Scott, Esty. Front: Ted Lebrew and Jim Scanlon, Esty, who helped to celebrate the occasion.



GOLDEN GIRL Addie Darling promotes the golden sound of WFBM-FM Indianapolis at the Indianapolis Gift and Hobby Show. Shirl Evans, station manager, watches booth visitors sign up for fm drawing.



ON VIEW at NAB convention was an IBM automatic operations, traffic availability and invoicing center used at Balaban stations. Managing director John Box Jr. (l.) shows the center to Harold Krelstein, president of the Plough Broadcasting Corporation.



REPORTER AT WORK records sounds at "interview" with the cable along which famous San Francisco cars run. Dick McHarg, KGO producer, replayed a variety of secret sounds for listeners to identify. Those who guessed the secret sound won transistor radios.

MANY HAPPY RETURNS..



37 YEARS PROUD is WOW Omaha, represented by Frank P. Fogarty (l.), v.p. of Meredith WOW Inc. He looks on as Omaha's Mayor John Rosenblatt cuts the cake and offers congratulations on the happy occasion.



IT TAKES THREE to blow out all the candles on the cake to celebrate the 35th birthday of WOWO Fort Wayne. Jennifer Brokaw had help of station manager Ed Wallis and Paul Burns, mayor of Fort Wayne, as models watch, dressed in fashions of the Twenties.



GUESTS LOOK ON as program director Tom Durand (l.) cuts 18th birthday cake with Ron Polao, WTTM Trenton, N. J. personality, and Jeanne Scarantino, the only baby born in the area on the day the station first began its broadcasts in the Delaware Valley.

BIRTHDAY CAKE No. 12 for WANE Fort Wayne was sold to listeners at reduced prices in retail outlets in the city. Nancy Cowan here puts the frosting on one of the cakes specially baked for the anniversary.



hometown USA

- Commercial Clinic
- Station Log
- BPA Memo (Local Promotion)
- Radio Registers



Radio's Problems And Prospects

A review of the radio highlights at last month's 38th annual NAB meeting



Two of the convention dignitaries who got together behind the scenes are Secretary of State Christian A. Herter (l.) and Clair R. McCollough, pres. and gen. mgr. of the Steinman Stations, Lancaster, Pa., 1960 Distinguished Service Award holder.

After approximately 40 years of operation, radio is experiencing growing pains. Much more like a neophyte enterprise, radio is buoyed by the enthusiasm of its prospects, yet held down by the realism of the problems that beset it.

This was the image of radio reflected at NAB's 38th annual convention in Chicago.

"The golden age of radio is now," says Mitch Miller of Columbia Records as he observes radio's climb back to the heights. "It is a first class entertainment medium," he asserts.

In another way, the youthful enthusiasm of radio can be seen in the unquestionable vitality of fm. The quickest way this can be proved is to try and acquire an fm station—almost all channels in major markets have been spoken for and the asking price on existing stations is dear.

But what of the problems of today? Radio Advertising Bureau's Kevin Sweeney calls attention to the

fact that radio's rate of business growth in 1959 lagged behind that of any other major ad medium. This, despite overwhelming evidence that radio has grown in almost every other way—in set sales, in listeners, in imaginative uses of the medium.

Another pressing problem that reveals radio's new growing pains is the threat of regulation from the outside, making it mandatory that stations adhere strictly to the newly-strengthened Standards of Good Practice.

Trade Practices

In receiving the 1960 Distinguished Service Award Clair McCollough, president and general manager, Steinman Stations, Lancaster, Pa., went on the offensive against certain practices he thought should be eliminated for the future and present health of the industry:

"In far too many instances within our own industry, the pursuit of stability and reasonable prosperity has taken on the character of guerilla warfare, rather than hard-hitting constructive competition.

"We have moved from the enervating period of rate cutting to the far more danegrous situation where some radio stations do not have established rates. . . .

"Are we, in truth, such poor businessmen that we do not know how to price our product and stay with the decision?

"Among the fundamental, underlying ills of broadcasting are rate manipulations, trade deals, downgrading the competition in our own media and kindred activities," Mr. McCollough stated.

"All of us should take inventory of our business practices. Do we have a profit and loss statement for the listeners and viewers we serve as well as for our auditors?

"Are we selling a valuable service —or are we bartering it?"

"Are we selling a valuable service —or are we auctioning it?

"It is time for intensive self-inspection.

"If such self-inspection, accompanied by thoughtful and determined action, is undertaken by individual broadcasters, then we may attain more surely the stability of business practice that underlies the whole process of sound free enterprise."

Robert Pratt, KGGF Coffeyville, Kan., and chairman of the NAB Public Relations Committee, outlined the importance of stations building a strong local image in their community. How can they do it? He cited the many materials that NAB makes available to stations and some that are in the works now. He said the NAB gets 125 to 150 requests a week for radio information.

Mr. Pratt mentioned the speeches, speaker's guide, jingles, film and a primer on radio, "Radio U.S.A.," which NAB offers stations to help them build a responsible and responsive public image locally.

In a related theme, a special panel on promotion focused on the importance of a station finding the image it wants to present and communicating it to the public. The panel was composed of Janet Byers, KYW Cleveland; Charles Wilson, WGN Chicago; James Bowermaster, WMT Cedar Rapids, Ia., and John Kelly, Storer Broadcasting Co., Miami.

The convention paid final tribute to the late Harold E. Fellows, president and chairman of the board of NAB. Dr. Frank Stanton, president of CBS Inc., made this comment:

"He was a tireless worker for unity. This was epitomized by his success in changing NARTB back to the NAB. He knew that broadcasting was a single force and should not waste its strength on internal conflicts. . . .

"Broadcasting never had a more effective, more respected or more diligent ambassador. . . .

". . . To me he was a man who believed deeply in the strength and enormous potential of broadcasting as a service to the people—who knew that this potential could be

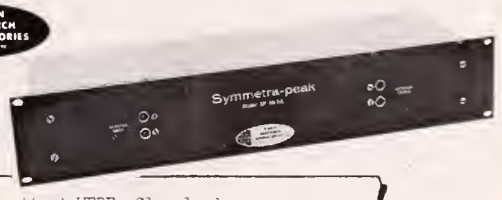
(Cont'd on p. 74)

— KREX —
Grand Junction, Colorado
Where Public Service has been a tradition since 1926
CBS
Rex Howell,
Pres. and Gen. Mgr.
Rep: Hal Holman

THESE STATIONS INCREASED COVERAGE WITH Symmetra-peak

A.M., F.M. and T.V. stations everywhere are getting greater voice coverage and improved limiter and AGC performance. Here's what some enthusiastic users say . . .

KAHN RESEARCH LABORATORIES



"after seeing and hearing this unit at WERE, Cleveland, we would like one as soon as possible" - WADC, Akron.

"We have recommended its (Symmetra-peak) use at all Westinghouse stations" - WIND, Chicago.

"With the use of Symmetra-peak, we find constant modulation regardless whether it is speech or music. We are very pleased" - WCLS, Columbus, Ga.

"We have completed our series of tests on your Model SP58-1A Symmetra-peak. . . we wish to thank you for making available a device of merit to AM broadcasting stations" - KVOO, Tulsa.

PRICE: $295.00 F.O.B. Freeport, N.Y.
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realized only in an atmosphere of self-discipline and freedom — and who translated those twin beliefs into a unified philosophy which underlay his every word and his every action."

The above views summarize the radio essentials that came to light in last month's 38th annual convention of the National Association of Broadcasters. From NAB's point of view it was a most successful meeting. Attendance and interest was at an all-time high with delegates numbering 2,810. The following is an analysis of some of the major radio highlights.

RAB and Radio's 'Enemies'

In a dramatic presentation that called attention to the strengths and weaknesses of radio's competition, the Radio Advertising Bureau also declared that it learned more about selling radio in the past year than at any other time in its history.

Kevin B. Sweeney, president, stated that the bureau now prepares specific proposals tailor-made to client needs. In fact, he pointed out, RAB may even do original research for a company and then show how radio can solve the sales or marketing problem.

Joining Mr. Sweeney on the rostrum were Miles David, vice president-promotion; Warren Boorom, vice president-member service, and Robert Alter, manager-sales administration.

Among the outstanding weaknesses of radio's major competitors, these were cited: Tv—40 percent of families are light viewers, summertime audiences go down and there are many expensive sales failures; newspapers—have not kept pace with market growth, poor newspaper coverage of suburbs; magazines—need to cut prices to boost circulation, relatively small amount of time spent with magazines compared with time devoted to other media.

Here are the strengths of other media that were cited: Tv—huge evening circulation, widely discussed show business medium; newspapers — color, retailer acceptance, tangible dealer listings and coupons; magazines—new regional editions, editorial vitality.

'Ourselves'

Under the title of the presentation, "The Nature of the Enemy," Mr. Sweeney told the radio broadcasters that "ourselves" could be included as one of the enemies because of the continuing "civil war."

He suggested a five-point pledge for station management, in order to lift radio billings above its 3.7 percent share of total national expenditures and its 8.9 percent slice of local ad money: "(1) During the month of May (National Radio Month), I will not stab other radio stations at any time in any way. (2) I will use my facilities at least 20 times a day for the next three months beginning this week to improve radio's image and acceptance. (3) I will develop my story *versus* newspapers and my story *versus* television and insist that my salesmen use them at least once a day for the next year. (4) I will

In orbit for SERVICE

As modern as satellites, and as old fashioned as buggy whips—the sound formula of service plus a sincere desire to satisfy. These and other reasons have made the Bahakel Broadcasting Stations rocket to the top in nearly every market area:



Your campaign will climb to the stars when your selection includes the Bahakel Broadcasting Stations. Let us orbit for you, and prove that service is what built our stations.



G. N. Bahakel Broadcasting Stations

Executive Offices: Post Office Box 1050, Roanoke, Virginia

The stations that SERVICE built

each week attempt to do something to enlarge the audience of my radio station either by better programming, by dramatic promotion, or by both. (5) I will recognize that my backbone is what makes my station strong."

In analyzing the competitive weaknesses of magazines, Mr. David said that over 60 percent of the subscriptions sold in a recent six-month period by eight leading magazines were on a bargain-price basis. He cited research that showed that only 6 percent of time spent with major media are spent with magazines, compared with 32 percent for radio.

Mr. Bootom, in outlining the weaknesses of newspapers, said they have failed to grow with the growth of the population. In Philadelphia, for example, the number of households grew 16.6 percent between 1953 and 1959, he said, while newspaper circulation grew only two percent in the same period. He predicted that low profits and high newspaper costs will spell the end of between 40 and 50 dailies this year.

Tv Ratings

One of the problems that belongs to television, explained by Mr. Alter, is the leveling off of the growth trend, based on the average January evening rating this year compared with last year. He also said that daytime tv does not deliver a mass audience.

Mr. Sweeney revealed how RAB found it was necessary to do much of the preliminary work in order to get advertising going in radio—"not because advertisers lack the conviction that they should buy radio, but because they don't know how to go about it."

The RAB president stated that the bureau recently sold $450,000 worth of radio to a regional coffee advertiser for whom it did some basic marketing research linked with radio values.

Standards of Good Practice

One of the most pressing problems that faces the radio business today is the threat of government-regulation, linked with broadcaster apathy, according to Cliff Gill, KEZY Anaheim, Calif., and chairman of the NAB Standards of Good Practice Committee. He stated flatly, "Either we as a broadcasting industry proceed to regulate ourselves, or the government will do it for us."

FCC Concern

Mr. Gill summarized conversations with FCC commissioners and their concern over the industry's ability to regulate itself. He con-

(Cont'd on p. 76)



Cliff Gill, KEZY Anaheim, Calif., chairman of NAB Standards of Good Practice Committee, said "self-regulation *must* be made to work."

PUT EAST TEXAS IN THE PALM OF YOUR HAND!

KLUE LONGVIEW

KMHT MARSHALL

CALL H. A. BRIDGE, JR.

●The BIG K Stations●

Listeners who BUY tune to WGY

WGY "Personality Programming" Matches Message To Audience Resulting In Greater Sales For You



Class or mass—your message gets to the audience you want because of WGY's personality programming. Joe Roulier, for instance, with his blend of show tunes, standards, informal patter and news briefs, serves a most listenable menu to his daytime audiences. Then with Leon Kelly, you have the dinner-time companion to thousands. His tightly woven web of semi-classical and standard tunes, off-beat stories and poems has captured and keeps the mature, able-to-buy listener tuned to WGY. In between, WGY staff specialists in news, sports, weather, home and farm fare make your message known and acted upon by mass or special audiences in this area. Contact Henry I. Christal Co. or WGY, Schenectady, N.Y. 982-16A



Serving Northeastern New York and Western New England



50,000 Watts • NBC Affiliate • 810 Kilocycles

A GENERAL ELECTRIC STATION

"The industry at large is persuaded that self-regulation must be made to work."

cluded that "self-regulation *must* be made to work."

In view of the seriousness of the situation, NAB's radio board has ratified the committee's proposals to strengthen the standards. In the first place, the standards are now open to all radio stations. Secondly, additional personnel will be hired by NAB to work on the regulatory program. Arrangements are also being completed to have a research firm monitor stations on a spot check basis and in special cases where there are complaints.

The annual fee for participation, set by the board, is 10 times a station's highest one-minute rate, with a maximum of $360 per station. NAB members will receive a discount of 10 percent, or six times their one-minute rate with a maximum of $216.

Mr. Gill stated that in view of the new face put on the standards, he believes there are indications the FCC may add a question to the license renewal form asking whether a station subscribes to the self-regulation code. He also believes that within a year the FCC will ask for a list of stations who are subscribing to the code.

Show Response

Mr. Gill recalled that at first stations were slow in responding to the original self-regulation proposal.

"By January 1959, 611 stations had signed. By mid-December 1959, the number had crept up to 683. This despite the fact that the importance of participation was one of the main topics of the 1959 fall conferences. Then came the avalanche. By the time I was called to Washington to testify before the commission—that was January 25 of this year—the number of subscribers had skyrocketed to more than 1,200. However, this still accounted for only 60 percent of our membership.

The chairman of the NAB committee related part of his testimony to the FCC:

"It is my personal conviction, and that of the other members of the Standards of Good Practice Committee, and of the radio board of the NAB, that the industry at large is persuaded that self-regulation *must* be made to work. We believe that we can be entrusted to carry through the program which I have outlined to the satisfaction of our severest critics, and to the full approval of American radio."

Members of the committee are: Frank Gaither, WSB Atlanta; Cecil Woodland, WEJL Scranton, Pa.; George Volger, KWPC Muscatine, Ia.; James Howe, WIRA Fort Pierce, Fla.; William McGrath, WHDH Boston; Jay Wagner, WLEC Sandusky, O.

Fm Vitality

"The best buck we spend on advertising" was the way Bob White, sales manager of Chicago's Nelson Chevrolet, described his use of fm.

Using 168 spots a week on WCLM-FM, Mr. Nelson stated that "We know we sell three to five autos a week on fm." His firm has had a chance to compare the results of fm with other media, such as newspapers and tv.

This example typifies the kind of sales promotion session the National Association of Fm Broadcasters held during its part of Fm Day. The annual broadcaster convention proved to be a boon for the NAFMB. Its membership rose 48 percent, to about 150 stations.

Fred Rabell, KITT San Diego and NAFMB president, recalled that when the association started last September, it had only 28 members. Mr. Rabell also stressed that it is his personal wish that any differences between the NAFMB and RAB can be solved to mutual advantage.

The theme of the NAFMB session dealt with concrete examples of how "successful" fm stations do

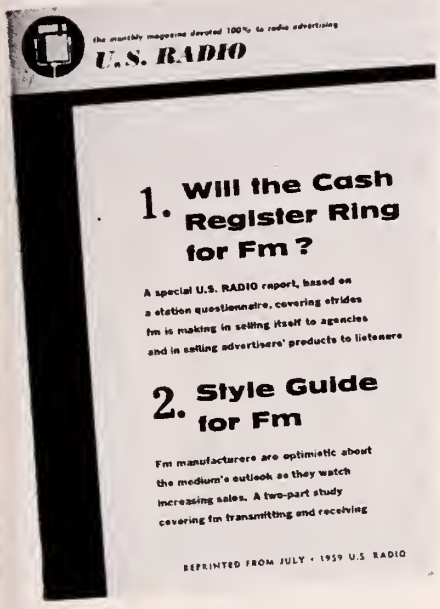
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PLEASE BILL ☐ PAYMENT ENCLOSED ☐

it—their programming and sales approaches.

If the session demonstrated one thing, it is that successful fm has a variety of approaches—even instrumental rock 'n roll.

Here is a review of the policies of the fm stations that presented their story:

Daytime, Too

James Corry, KFMK Houston, Tex.—"The Houston market has over a million people in it. . . . We have a penetration figure of over 30 percent. We program all pop music . . . . adult popular music . . . . albums on the *Billboard* top 100 list. We program instrumentals and vocals. We do not do rock 'n roll or bebop.

"Our announcements are no closer than 10 minutes, usually 15. . . . . Of course, the largest part of our business is local. (Through a questionnaire survey) we found a great deal of listening during the daytime hours and this confounded the timebuyers because they are convinced at the moment most of the listening is at night. The listening was particularly heavy between 7 and 9 a.m. It confirmed the fact that 44.1 percent (of our listeners) do not watch tv ordinarily."

Frank Knorr, WPKM Tampa, Fla.—"We have received quite a bit of comment in the past year from reputable people around town that we have built a teenage audience and are teaching them good music in that we are playing instrumental rock and roll during the late afternoon mixed with good music and the kids are beginning to like it



The Chinese gong was a feature attraction of the NAFMB program. Fred Rabell (standing), KITT San Diego and president of the fm sales promotion organization, used the gong to control speakers and lengthy questions from the floor.

(Our station) is all in sound. We have weather jingles, station promo jingles. . . . We have been successful selling both programming and spot time. At the present time, our ratio is about 50-50. . . . Sales-wise we are in the black."

Merrill Lindsay, WSOY-FM Decatur, Ill.—"The future that we see in fm is a continuation of what we are doing now. We are in a market that is growing. We have fm penetration—well, we have quit worrying about it now. The listeners are there. The sets are there. We think that the programming we are using of music and sports as a format for fm is one that is going to attract listeners increasingly.

"We duplicate station breaks 100 percent of the time. Every national and local spot advertiser is duplicated on am and the two fm transmitters. We have common rates. We get them all in by that rate."

Harold Tanner, WLDM Detroit —"There is one thing we have done that I would like to pass on to you—and that is research. You know you have audiences, you know the pulse of your station. . . . Get some good research. . . . Last July we retained Market Opinion Research in Detroit, an old reputable company . . . used by most of the agencies and newspapers in the area and we had them conduct a qualitative analysis of the fm audience. We remained completely anonymous. . . . In September, we retained Dr. Merrill, head of the research department at Michigan University for a penetration study. Again we remained out of it completely. We had this made on fm generally so that every station as well as ourselves could profit by it.

"It costs a lot of money to do these things, but it has given us something that we can take in to agencies. . . ."

Arthur Crawford Jr., KCBH Beverly Hills, Calif.—"We are primarily a concert music station, the definition of concert including even the good folk music. . . . Our advertisers are practically all national or big regional advertisers. . . . We in the beginning purposely set up our format with very few commercials and very high type music because we felt that we were after a type of advertiser who would appreciate this and be willing to pay for it. As an example, we have Japan Air Lines. It is currently paying $65 an hour and getting two spots, which is a



considerable price per commercial. . . . Remember the agencies depend strictly on 15 percent and 15 percent of a dollar is only 15 cents, whereas 15 percent of $10 is $1.50."

Jack Katz, KQAL Omaha, Neb.—"We went on the air April 19, 1959. . . . We began with six hours of programming every evening. In June 1959 we expanded to 12 hours. In August 1959 we went to 18½ hours. . . . We are 72 percent classical music. . . .

"As far as sales, we have 27 accounts currently on the air. . . . One is the Blackstone Hotel. . . . The gentleman who runs the hotel is a very difficult man to sell. He wanted a proof of performance type of story and he bought a monthly schedule, two spots a day. . . . In the first two weeks . . . . he had 300 responses. This is more, according to his own experiences, than he had experienced from tv or newspaper advertising. . . . He is now on the station on a yearly basis."

Putting Minds In Reverse

George Partridge, WLVL Louisville, Ky.—"This problem of selling fm broadcasting may require putting some minds into reverse. . . . We put the whole problem back on the drafting boards and redesigned it. . . . We came up with a formula that we call 'The Four P's to Profit.' . . . The first P stands for price. . . . This being an era of discounts and packages and everything, we included several attractive plans to stimulate contract signing before WLVL went on the air. We went after charter sponsors. . . . We gave a 50 percent discount on whatever they bought. . . . This suggested naturally a longer term of contract (and) also helped convert spot buyers into users of program time of 30 or 60 minutes—we sell no 15-minute periods. . . . The second P is programming. We program 35 percent classical, 35 percent semi-classical and 25 percent popular music. . . . The third P stands for presentation—'pitch' if you will. . . . In most cases we try to get an appointment by telephone. Whether it's an agency, a prospect we know or a total stranger, (we use) the telephone pitch. . . . The fourth P is perservance."

Dorothy Rabell, KITT San Diego—"We limit ourselves to a commercial every 10 minutes, but each commercial is preceded by a vocal. . . . Now with due apologies to the classical music people, we have never been able to sell ourselves that just because fm is here, the entire American public has changed. So we program what we call middle-of-the-road. You might call it a mass of a minority. . . . Now once it is possible to establish that you have a majority of a given audience, no matter how small the total group, you have something to sell if you can find the right customer."

Research Suggestion

Mitchell Hastings, Concert Network, Boston—"One of the problems is to get . . . . research done at a minimum expense. A suggestion that we have used recently is to go to Massachusetts Institute of Technology which has a vast system of IBM machines and computers. We sent out a questionnaire to 15,000 of our listeners . . . . we got back 2,500 of these and there they sat in a basket. Who was going to analyze these and what were we going to do? An M.I.T. student took the questionnaires and analyzed the returns."

Fortunate Newcomers

Jack Kiefer, KMLA Los Angeles—"Those operators who are comparatively new to this fm business, and who are contemplating indulging in functional operation on a multiplex basis, are very fortunate in that they can proceed from scratch with the headaches of conversion. You can also build your image on your main channel on a progressive basis without the necessity of altering it to accommodate an interim situation. Your future lies in main channel broadcasting of an intelligent nature. . . . In it lies the reward of conscientious effort." • • •

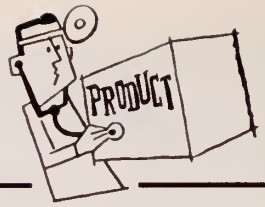


The Hidden Revolution

Few programs in radio history have attempted a bigger subject: the present situation of America and its people. Few have been more honored. A Peabody Award, among others, was given in recognition of "the superb way in which CBS met the challenge." The Hidden Revolution has been sponsored again in 1960 by Nationwide Insurance Co. A network radio program in the public interest...

Only On CBS Radio

commercial clinic



Fun is a Family Affair in Charms Candy Commercials

Taking its cue from the soap operas, Needham & Grohmann Inc., New York, agency for Charms candy, has come up with a series of radio commercials designed to show that eating Charms can be fun for the whole family.

The campaign has now been running for more than a year. Howard Heinsius, vice president and account executive of the agency, says that in 1959, the first year of the campaign, sales of Charms were up 15.2 percent. And for the first quarter of this year, sales have shown a 20 percent increase over the same period in 1959.

Like the soap operas, the one-minute commercials tell a story. Like them, too, the stories are based on the everyday activities of family life.

"We wanted to create a story that listeners would look forward to hearing," says John Keil, vice president and copy director of the agency. "We felt that a family situation which lends itself to carefree humor would enable us to exploit both the adult and juvenile markets, and would project a happy, family-like image of the Charms name.

The first two characters to be developed were the father and son, Mr. Keil explains. "Much thought was given to their names, which had to convey the warmth and closeness of a family relationship. We finally decided on Pop and Boomer. No family is complete without a mother, however, so we've now added Florence to make it a happy threesome.

"The commercials are based on repetitive classic situations involving some kind of daily family activity. One of the most effective of the 60-second spots shows how the family situation is exploited:"

(SOUND: Supermarket Noise in Background)

POP: (muttering) Ah—I wish Florence would do this Saturday morning shopping. I never can find anything —eggs.

BOY: Pop—hay, Pop! How about the Charms Candy.

POP: (preoccupied)—eggs . . . where the heck are the eggs . . .

BOY: Right in front of you,

POP: I'd like a Charm right now.

POP: Ah, thanks . . . (still to himself) butter . . . butter . . . where do they hide the butter.

BOY: I'll help you find it, Pop. Look, here's a six pack of raspberry Charms. Let's have one.

POP: Now . . . cheese ahhgg where's the cheese.

BOY: Next to the butter Pop. Good old lime Charms, Pop. How about some good old lime Charms?

POP: Well, that's about it. C'mon, Dishcloth, let's go.

BOY: (dismay) But what about the Charms?

POP: Ah, Boomer, my boy, Charms are the one thing I can find. Look—I loaded up on Charms the first thing.

BOY: (admonishingly) Pop!

"We are now running the fourth series since the campaign started," Mr. Heinsius says. "During that time we've built up the identity of our characters with Charms, while exploiting a variety of activities, such as a drive in the car, a study of the family photograph album and a trip to the zoo. The basic theme—family fun in a happy home—has remained the same . However, there have been some modifications."

"When we began the series," Mr. Keil says, "we capitalized on the device of calling Boomer by lovable pet names. He was referred to at times as 'Stovepipe,' 'Gas Pump,' 'Wash Cloth' and many others. However, after a while we felt that the device began to overshadow the product. Instead of saying, 'Here comes the Charms commercial with Stovepipe,' we were afraid they were saying, 'Here comes the Stovepipe commercial,' period. So we've cut down on the nicknames to put the message in its proper perspective."

"Also," Mr. Keil says, "we've just added music. The Charms candy commercials now have a complete 32-bar song with a theme to fit into the enjoyable over-all family concept. In a sense, it's an attention getter, since we do hope that listeners will stop, hear and remember the music.

"Following the original concept, however, we have created music to entertain, not to irritate the listener. The new musical theme has six variations that fit into a number of copy situations.

"The song and music will come in over and under the prose copy, which will still be delivered by Pop, Boomer and family. While the musical addition is an integral part of our new spring series, our basic method is the same." • • •



HOMETOWN U.S.A.

station log



► **News:**

In recognition of the responsibilities inherent in 4-H activities, KWTO Springfield, Mo. turned over its "Yawn Patrol" to 14 teenage 4-H'ers from Greene County. The special program was held in honor of National 4-H Club Week.

With the station's farm director standing by, the farm group handled everything in the 5 a.m. to 7:30 a.m. show. The 4-H'ers reported the news, interviewed guests, handled recordings and announced commercials. Feature material in the show included news items and stories on 4-H sent in from five other 4-H groups. Following the show, the station hosted the Greene County group in another hour-long broadcast called "Breakfast at Heer's." Interviews with the participants in the "Yawn Patrol" show were then carried out by regular station personnel.

Construction has begun on the new $2 million building, Broadcast House, which will become the headquarters for WTIC AM-FM-TV Hartford, Conn.

According to the station, Broadcast House will be the first building to be erected in a $35 million redevelopment project. The building will house all studios and offices of the station.

► **Public Service:**

Backing from a station has helped to establish a community symphony orchestra in the north woods of Michigan. The station, WIKB Iron River, Mich., agreed to underwrite the costs of organizing an orchestra when interest was expressed in its formation.

The idea developed when the station began a series of classical and light-concert music programs broadcast for two hours every evening. A chance comment led the station to find out how much community interest there was in the project. It sent out postcards to known



SALES SEMINAR for managers and sales representatives of The Wendell Mayes Radio Group meet in Brownwood, Texas. Two-day event was conducted by Pat Rheaume of RAB. Stations in the group are: KNOW Austin; KBWD Brownwood; KXOL Fort Worth; KCRS Midland; KSNY Snyder; and WACO, Waco, all of which are in Texas, and KTOK Oklahoma City, Oklahoma.



THE CLEVELAND ORCHESTRA

Still another outstanding presentation of fine music on CBS Radio is the concert season of the Cleveland Orchestra, now completing its third broadcast year. Under the baton of George Szell, the orchestra and distinguished soloists are heard from Cleveland's Severance Hall. A network radio program in the public interest...

ONLY ON CBS RADIO

AVOID TOWER LIGHTING ISOLATION TRANSFORMER TROUBLES

INSTALL MODERN DESIGN

. . . by HUGHEY & PHILLIPS, Inc.
. . . your most dependable source of Obstruction Lighting Equipment
. . . the widest selection of Control and Alarm Apparatus in the Industry

FEATURING:
- HIGHER EFFICIENCY
- IMPROVED REGULATION
- ADDITIONAL TAPS
- FIBER GLASS INSULATION
- EPOXY ENCASED
- VERSATILE MOUNTING



THREE SIZES . . . 750, 1750, 3500 WATTS

Essential wherever 60 cycle power must be transferred efficiently across two points with *very low capacitance* or at *very high voltages.*

REQUEST DESCRIPTIVE BULLETIN HPS-152

HUGHEY & PHILLIPS, INC.
MANUFACTURERS OF
300MM Beacons, Obstruction Lights, Photo-Electric Controls, Beacon Flashers, Special Junction Boxes, Microwave Tower Light Control and Alarm Systems, Tower Isolation Transformers, and Complete Kits for: Tower Lighting, Sleetmelter Power and Control.
3200 N. San Fernando Blvd. Burbank, Calif.

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

*** *U.S. RADIO***

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- **ONE YEAR $3.00**
- **TWO YEARS $5.00**

WRITE CIRCULATION DEPARTMENT

U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK



GATHERING OF executives of The Katz Agency Inc. in Chicago brought together the officers and managers of all regional offices. L. to r. (standing): Richard Hasbrook, Los Angeles; Edward Codel, v.p., New York; David Abbey, Minneapolis; Eugene Katz, pres., New York; William Joyce, v.p., Chicago; H. J. Grenthot, treas., New York; Morris Kellner, v.p., New York; Stanley J. Reulman, San Francisco; Walter Nilson, New York; Alan Axtell, St. Louis; Arthur J. Underwood, Jr., Detroit. L. to r. (seated): Scott Donahue, v.p., New York; Gregory Murphy, Atlanta; David Rutledge, Dallas; Daniel Denenholz, v.p., New York; Roy Miller, v.p., Chicago.

music lovers in its listening area asking for their views on the undertaking.

The result is the North Woods Symphony Orchestra, which includes in its composition housewives, school teachers, students and postal clerks in the community. The success of the initial concert for the town has led to plans for a series of concerts throughout the year. The orchestra's public appearances will include a series of summer concerts under the stars.

► Programming:

WTIC Hartford has launched its new audience quiz show with the audience both asking and answering the questions. Called "Mike Line," the 50-minute program will be heard daily, Monday through Friday.

Members of the audience can call in questions on any matters which may puzzle listeners. Anyone who knows the answer can then call in the correct information. The voices of both the inquirers and the informants will be heard on the air. If an answer to a question is not obtained by the end of the broadcast, the station will attempt to research the question and answer it on a subsequent program.

Automatic operation continues to be a subject of great interest to more and more stations. An example of the type of programming being made available is the service provided by Magne-Tronics Inc., New York.

The subscribing station, according to the firm, receives tapes with a playing time of eight hours. There are five-second breaks between each selection to permit the insertion of commercials, station breaks or other material.

For the third consecutive year, WERE Cleveland will broadcast direct weather reports from the Coast Guard tower at the entrance to the Lake Erie harbor.

The reports will be broadcast by Coast Guard personnel from 11 p.m. to 7 a.m., and hourly over the weekend. The service will continue through the end of the boating season. • • •

In New York City
WLIB
has MORE
Negro programming
than ALL other
stations combined

BPA memo

BPA Survey Scans Promotion Size and Scope

Promotion is a full time job at nearly three-quarters of the stations surveyed by the Broadcasters Promotion Association. In a study undertaken in October and November of 1959, and released last month, the group undertook an extensive survey of radio and television promotion practices.

The two media were surveyed and reported separately. One of the findings in the radio report was that 75 percent of the stations reporting affiliation with a television station said that the promotion department was combined with the tv's.

The average number of people assigned to promotion, publicity and merchandising was 3.2 the BPA report says. Stations reported that they devote an average of 2.6 percent of gross revenues to audience promotion, 2.0 percent to sales promotion and 1.1 percent to merchandising.

Of those replying, 87 percent of the promotion managers report directly to the general management of the station. The remaining 13 percent are under sales department jurisdiction.

Plant a Tree Week Promotes Prettier Cities

Radio has been doing something to help improve the landscape, too. KCBS* San Francisco recently gave a boost to a landscaping project in the form of a one-week plant-a-tree promotion. As a result, a total of 5,745 trees sprang up over the San Francisco Bay Area.

The civic project, initiated and sponsored by the station, was enthusiastically accepted in 28 different cities . Chambers of Commerce and Garden Clubs, among other groups, cooperated by organizing committees for the drive, planning the publicity and arranging for plantings. All local station personalities pushed the promotion on-the-air through daily stories, interviews and features, reminding listeners of the chance to improve the local landscape.

In the spirit of community competition, the station set up a committee to judge which city had done the most for itself. Awarded a KCBS trophy for its efforts, the city of Sunnyvale was cited for a combination of the number of trees planted (914 in all) and for the improvements made on the grounds of 12 public schools.

Said the station of the project, "We've seen what we can accomplish together, working to make our homes and our cities more pleasant to live in."

Voice Recording Contest Keeps Phone Lines Busy

KXOK* St. Louis strained the facilities of the Bell Telephone Co. recently when 92,798 listeners responded to the chance to record their voices, the station reports.

In addition, 88,391 listeners called again in the attempt to identify their voices as they were played over the air. A total of 338 listeners correctly identified themselves and received prizes.

The station invited listeners to call a number which would automatically record their voices. The recordings were then played back over the air at the rate of 14-per-hour for 18 hours a day during the four-week period the contest was in progress. The first person to identify his voice by calling back within a specified time period was eligible for the station's prizes. In addition, one of the game's co-sponsors awarded consolation gifts to listeners who failed to identify themselves in time for the major awards.

Japanese Poetry Contest Attracts 10,000 Entries

KSFO San Francisco has learned that there are thousands of "Haiku" enthusiasts among its listeners. It says that 10,000 entries were received in a recent Haiku contest.

Haiku is the traditional art of Japanese poetry. The art form, based on simplicity and directness in word, is 17 syllables long and is a poetic expression of a seasonal theme.

Winner of the contest was a State College English professor whose prize entry was one of 50 he submitted. The professor won a round-trip for two to Tokyo, including accommodations at the Imperial Hotel and living expenses.

Dream Home Contest Promotes Civil Defense

KTBC Austin, Tex., has found a way to promote civil defense and gain attention for itself at the same time. The method is an eight-week "Dream Home" contest. Top prize is a home with a built-in fall-out shelter designed as an integral part of the architecture and decoration.

The contest required a double effort on the part of contestants. First they had to identify a "mystery scene" (described as a central Texas landmark) from photographs posted at the site of the prize home and from clues broadcast daily over the airwaves. New photographs and clues, added each week, helped to identify the scene.

Secondly, the contestants were asked to write a slogan in 10 words or less promoting civil defense. The winner was chosen on the basis of his slogan from among those who correctly identified the mystery scene.

To promote the contest, the station scheduled extensive spot announcements in addition to features and interviews with home economists, radiation engineers and other experts capable of giving competent appraisals of the house. • • •

*Denotes stations who are members of BPA (Broadcasters' Promotion Association)





A SILVER SPOON IS NOT ENOUGH

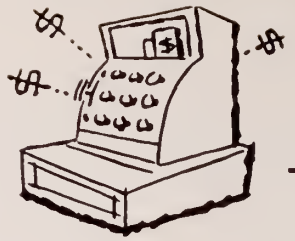
She may be born with "advantages" and raised with love—but there still can be plenty lacking. That is, if the school she goes to isn't good enough. Crowded classrooms, unqualified teachers, outdated equipment, inadequate curriculum—any one of these can shortchange your child's education and her future. Look into the quality of the schools she'll attend—work through your local committees or your School Board for their improvement. Doesn't she deserve the best?



FREE BOOKLET! Measure the *quality* of education offered in your child's school. Find out how it compares with the best in the country...how you can make it better. For your copy—and free guidance on many school problems—write: **Better Schools, 9 East 40th Street, New York 16, New York.**

HOMETOWN, U. S. A.

radio registers



AUTO DEALER

Costello-Kunze Ford undertook a saturation all-day, all-night campaign over WIL St. Louis. The dealer bought a weathercast on the half-hour mark, around the clock, on a seven-day-a-week, 52-weeks-a-year basis. Annual cost to the dealer is nearly $100,000, which constitutes the entire advertising budget. According to the station, Costello-Kunze's sales tripled by the time the campaign was in its sixteenth month.

PUBLISHING FIRM

In a drive to gain new subscribers, McCall's Magazine ran an 11-week Sunday-only campaign over WTOP Washington, D.C. The schedule, which ran in three- and eight-week flights, called for 12 spot announcements each Sunday morning from 8:15 a.m. to noon. According to the station, the magazine gained 1,966 new subscribers at $2 per subscription for 16 issues. The largest number to respond in a single day was 91.

AUTO GARAGE

When car inspection time came around, Lefler's Garage wanted to encourage auto owners to bring their cars in for the required State Automobile Inspection. Advertising for Sunday business, the concern bought three 10-second spot announcements over KNIT Abilene, Tex., for a Sunday-one-day-only schedule. Copy requested listeners to come in from 1:00 p.m. to 4:00 p.m. According to the station, 24 automobiles were brought in and inspected in the three-hour period.

APPLIANCE DEALER

To increase television set sales, Cappy's Appliance Store, Omaha, Neb., placed an eight-week saturation schedule over KBON. The campaign consisted of one-minute spots and cost $1200. Copy told listeners they could buy their tv sets in Cappy's—and charge it. According to the station, a customer called in a charge account order for a color tv set within 30 minutes after the first spot had been aired. Business at the store increased daily as the campaign progressed, reports the station, and dealer became largest RCA color tv dealer in Omaha.

Many Subjects Covered In RAB's Annual Area-Sales-Clinics

The Radio Advertising Bureau states that "It's a fact in most markets . . . newspaper circulation—both daily and Sunday—isn't keeping up with either the rapidly expanding population or the spread of suburbia, while lineage rates are outdistancing both.

"For example, the combined circulation of all the Indianapolis Sunday papers has climbed only 10.6 percent since 1953. Meantime, the city's metropolitan area population has risen 14.4 percent—while the advertising rates of the Sunday papers have skyrocketed an average of more than 42 percent."

The marked inability of newspapers to keep pace with progress isn't limited to any one city, the RAB says. It has a parallel in almost every major metropolitan market. Radio salesmen attending the bureau's tenth annual area sales clinic this month will receive similar circulation and penetration breakdown data pertaining to newspapers in their station areas. In fact, one entire section of each clinic will be called "All About Newspapers."

Enthused Salesmen

The sales clinics, held annually by RAB's member service department, are designed to keep radio sales personnel enthused and knowledgeable about the product they're selling, and most important, to increase their money-making potential for the station.

As another important part of each clinic, RAB is setting aside a period entirely devoted to the problem: Overcoming the objections of advertisers.

Salesmen attending the sessions will hear a collection of the "most frequently heard objections to buying radio," based on a recent extensive poll of radio stations. Such stoppers as "I can't afford it," "My budget is already spent," and "Too many stations in town," are being refuted with brief, concise answers. Many of the answers are products of station experiences. Here's an example:

Objection: No one listens to radio anymore.

Prospect: Buying radio advertising is a waste of time. Nobody listens anymore.

Salesman: Don't you have a radio at home? In your car? Here at the store?

Prospect: Sure, but I don't listen.

Salesman: In a way I'm glad to hear you say that. We're constantly getting calls at the station for radios for hospitals, and shut-ins. Would you mind if we send one of our people around to pick up all those unlistened-to radios?

Prospect: Now wait a minute. . .

Also included in each clinic will be a new radio presentation aimed at major local retailers. Facts on the suburbs, facts on adults (nighttime radio delivers three times more adults than daytime tv), facts on summer (more hours spent with radio than with tv) will be included as reasons why consistent heavy use of radio will be vital to retailing success in the next decade.

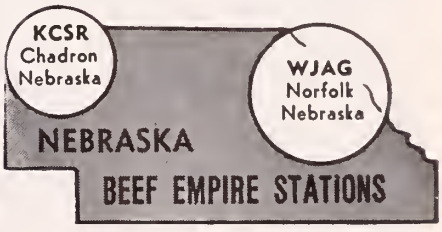
A barrage of capsule case histories reporting the commercial, promotional, research or copy point which helped close an unusual or difficult sale makes up the final section. These "Money-Making Ideas" are delivered in rapid-fire fashion, while the salesmen attending are provided with a printed transcript of the same ideas.

Again this year, the sales clinics will be split by population. Salesmen serving areas of more than 150,000 people will go to one type of clinic, salesmen from less populous sections will attend another.

This gives salesmen with similar problems, markets and customers a chance to get together for an important exchange of ideas and experience, without the wasted time which often occurs when groups with different interests meet. • • •

WJAG-KCSR
Covering Nebraska's Rich Beef Empire

Where Agri-Business is Big Business



WJAG —
Independent farm voice NE Nebraska since 1922. 29-county (NCS) market — 1000 w.-780 K.C. — $498,675,000 Consumer Spendable Income — Retail Sales $424,447,000— 124,740 radio homes — 42% more listeners.

KCSR —
Chadron, Nebraska, "Beef Empire" market — $411,-870,000 Consumer Spendable Income — $297,120-000 Retail Sales — 70,540 radio homes. Commands 22% to 56% more "unduplicated homes."

Represented Nationally By
WALKER-RAWALT CO.
New York — Chicago — Boston
Kansas City — Los Angeles



food for thought...

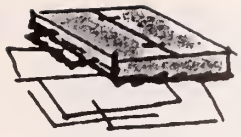
Just as your appetite is whetted by seeing this food, so are your customer's *buying appetites* whetted by what you tell them on Meredith family stations. To sell your product or service to the influential, big-spending "family board of directors", use your *local* Meredith Station — "one of the family" in the vast area it serves.

Meredith family Stations

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. —Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With
BETTER HOMES & GARDENS • SUCCESSFUL FARMING Magazines

report from representatives



Search for New Business A Full Time Job Today

Soliciting new business is a full time job today. Recognizing the importance of this function for every kind and size of business, Broadcast Time Sales has established a New Business Development Department devoted solely to finding new advertisers for radio.

"Our purpose," says Carl Schuele, president of BTS, "is to sell radio *ideas* to potential advertisers. We want to sell more than time. We want to show the marketing executive how radio fits into his entire scheme by presenting the medium in terms of specific products and plans of action. With this in mind, our salesmen are now making direct calls on the advertiser on a regular basis, concentrating on the sales executive.

"Magazines and newspapers have habitually made direct calls in behalf of their media. We feel that with the story radio can tell, we have just as good a reason for making sure it is told, by presenting radio in its true light, as the local arm of the sales force."

Mr. Schuele emphasizes that his new business salesmen try to sell the advertiser on test budget allocations. They are not, he notes, taking away allocations from set programs, but adding to the total advertising budget by selling experimental campaigns.

Prepares Presentation

When the BTS salesman has made contact with the advertiser's sales manager he prepares a presentation geared to the marketing needs of the product. Not only does he note the kind and type of product, but also considers the distribution pattern and market potential, how it is covered by present advertising and what can be done by radio.

For example, Mr. Schuele cites a recent presentation to a wine company in which the selectivity of the sound medium was stressed. Wine, reasoned the presentation, should be served with dinner. It adds to the pleasure of the evening meal. Why not reach the potential wine sipper when he's enjoying another pleasurable dining activity, listening to dinner music? By advertising on stations featuring dinner music the advertiser might have a ready listener, the presentation points out.

Evidence Reports

For one food product, therefore, the company compiled one of its *Evidence Reports* which it presented to potential advertisers. Included is a description of what was done for the product while it was on-the-air, including the personal calls made by station salesmen to dealers, the kinds and numbers of letters that were sent and the extensive point-of-purchase material that was provided. As the *Evidence Report* points out, "For greater benefits from advertising there must be a medium of contact to tie in the advertising program directly with the dealer."

Do the agencies feel that BTS is bypassing them by going directly to the client?

"First of all," says Mr. Schuele, "like the agency our job is to increase sales for our clients, who are our stations. We must cover the advertiser as well as the agency to do this job well.

"Secondly, we are not taking anything away from the agency, nor upsetting established schedules. In fact, when we sell an advertiser on a test campaign the agency benefits as much as we do. After all, additional budgeting for test campaigns means more commissions for the agency, too." • • •



THE LEADING QUESTION

Fact and rebuttal catch up with each other in the lively and honorable tradition of debate carried on here—the only such program on the air. Every week, two eminent protagonists have at it on important issues. The vigor of their exchanges earmarks this series, now in its 6th year. A network radio program in the public interest . . .

ONLY ON CBS RADIO



Doyle Dane Bernbach executives hold a cross-country phone conference on urgent media problem. At the New York office (left)—Walter Sullivan, Media Group Supervisor and Al Petcavage, Media Director. At the Los Angeles end (below)—Monty McKinney, Vice President and Account Supervisor and Ted Factor, Vice President in Charge of Los Angeles office.



SUDDENLY IT'S SPRUNG!

. . . a sudden new product announcement calls for competent media information . . . now!

All agencies have emergencies sprung on them. Happens every day. And *always* time is short.

No time to caucus out-of-town personnel. So they get on the phone for a cross-country conference. No time now to call in all the reps; assemble all the comparative media/market data. So they open SRDS . . . work up a schedule from the listings and the supplementary information they find there in Service-Ads.

At a time like this will the bare bones of your media listing combat competitive claims? Hardly. This is the time for *competent* information about your medium, instantly accessible in SRDS. The more information . . . the more reasons for buying you put before buyers *at these decisive moments*... the more likely you'll make the list, high up. Are you making the most of this opportunity—with man-sized Service-Ads in SRDS that give *enough* information to do your medium justice?

Your general promotion and your representatives have made impressions on some of these agency men in the past, as they will in the future . . .

but who is selling them now?

With a competent Service-Ad in SRDS

YOU ARE THERE *selling by helping people buy*

SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function
C. Laury Botthof, *President and Publisher*
5201 Old Orchard Road, Skokie, Ill., Orchard 5-8500
Sales Offices—Skokie, New York, Los Angeles, Atlanta

What agency people want to know about TV stations is detailed in the new "SPOT TELEVISION PROMOTION HANDBOOK." Be sure to ask for one.

WSBT SOUTH BEND, INDIANA...
Personality Gallery



TYPE NO. 2...
Outstanding Sportscaster

Jim Wilson, WSBT's Sports Director, a former Hoosier basketball star, is a towering figure both physically (he's 6'7") and in sportscasting ability. Well known for his play-by-play coverage of local sporting events, Jim also has a big audience for his daily 6:00 P.M. sports show. He brings the latest sports news and interviews with famous sport personalities to listeners in 36 counties of Indiana and Michigan. And this is an area that's loaded with buying power . . . $3.5 billion worth in 1959. In South Bend's Metro Area alone, retail sales were $308 million; food sales were over $70 million! To reach this big radio market you need only WSBT. It dominates every 15 minute segment of every broadcast day from South Bend. Get complete details about WSBT's local and CBS programming from your Raymer man.

5000 WATTS
960 KC
CBS RADIO
WSBT
SOUTH BEND, INDIANA
FIRST IN SOUND ADVERTISING
Paul H. Raymer Co., National Representatives

report from agencies

Agency Gets Full Mileage From Its Radio Campaigns

- Integrate national and local radio efforts.
- Use a well-known air personality to deliver the message.
- Compose a catchy jingle to provide an identifying central theme for a campaign.

These are some of the most popular ways in which many agencies and advertisers have been taking advantage of the flexibility and promotional impact afforded by the sound medium. A current example of how all three are being combined by an advertising agency is the program prepared by Bozell & Jacobs Inc., Chicago, for its client, the National LP-Gas Council.

"The theme of the 1960 spring sales promotion and advertising campaign," explains Paul H. Brown, account executive, "is 'Demonstration Days.' Its objective is to stimulate sales of home appliances and farm equipment using liquified petroleum gas fuel. From April 1 through June 30, thousands of dealer members of the Council will demonstrate to the public the advantages of LP-Gas appliances and equipment."

Two of the key elements in the radio planning are a six-week schedule on Don McNeil's *Breakfast Club*, on ABC Radio, and a new "Living Pleasure" jingle which is being used on all network and local announcements.

"In order to get the fullest results from our network buy," Mr. Brown says, "Bozell & Jacobs prepared a special kit describing how the individual members of the Council can effectively tie in with Don McNeil's *Breakfast Club*. The material in this kit explains that the Council is using Don McNeil to deliver the LP-Gas commercials so that we can get the added benefit of his powerful sales personality and the extra value in merchandising him and the program." The dealer is advised to "plan your own Demonstration Days radio advertising to include some tie-ins with the *Breakfast Club*.

(Cont'd on p. 90)



WORLD MUSIC FESTIVALS

Radio's grand tour of festivals here and abroad continues the CBS Radio Network commitment to great music through the summer months. Now entering its fifth season, the series takes listeners to Salzburg, Bergen, Bayreuth and many other notable gatherings of the world's foremost musicians. A network radio program in the public interest . . .

ONLY ON CBS RADIO

WKMI
KALAMAZOO

Now Operating
24
HOURS
A DAY

SERVING KALAMAZOO
AND BATTLE CREEK.
PRIMARY AREA COVERAGE
431,000 POPULATION.

•

Western Michigan's
Most Powerful
Independent

MUSIC and NEWS

5,000
WATTS
BROADCAST TIME SALES
REPRESENTATIVE

. . . You can do this by purchasing radio spots near the portion of the *Breakfast Club* sponsored by the Council."

Also included in the radio kit is information on what kind of tie-in commercials to run, with suggested live copy, and detailed information on how the Council member can go about buying time near the *Breakfast Club*. Another section contains material for the dealer who has never before bought radio.

"We also sent a small recording of the 'Living Pleasure' jingle," Mr. Brown states, "to all members of the Council. It contains a message from the Council president and from Don McNeil. The purpose is to give dealers across the country extra incentive for the 1960 advertising program as well as to introduce them to the new jingle.

Staff Writes Jingle

The "Living Pleasure" jingle was written by James Harker and Phil Rouda of the Bozell & Jacobs staff. To get maximum results from the jingle, the agency prepared another kit for the Council members which accompanied the ET. Dealers are informed that "This record contains the LP-Gas singing jingle and can be a cracker-jack radio salesman for your dealership."

To permit the dealer to fit the jingle into individual local situations, the jingle has been recorded in different lengths to allow as much time as necessary for local messages, Mr. Brown points out. The full jingle is 43 seconds long and is intended to be used in a 60 second announcement. Specific suggestions are provided by the agency, describing how the jingle can be integrated into announcements to tie-in with the Demonstration Days, to sell appliances and others.

A number of advertisers are discovering that the radio jingles can also be employed to good advantage off-the-air. Mr. Brown says the kit tells dealers how the jingle can be used effectively in their stores.

In all, the agency prepared three brochures containing 30- and 60-second spot commercials on Demonstration Days, tie-ins with the *Breakfast Club* and tie-ins with the Council's new jingle. •••

3 LOCAL RADIO STATIONS IN 1

That's what you get when you buy time on
BIG 5,000-WATT
WFHR
WISCONSIN RAPIDS
with full time studios in
MARSHFIELD AND STEVENS POINT
BIG Coverage at Lowest Cost-Per-Thousand . . . 20 Years of Local Radio Service
WFHR
WISCONSIN RAPIDS, WISC.
Phone HA-3-7200
Represented by Devney, Inc.

NOW we can offer you
PROVEN RESULTS*
with these
TELE-BROADCASTER STATIONS

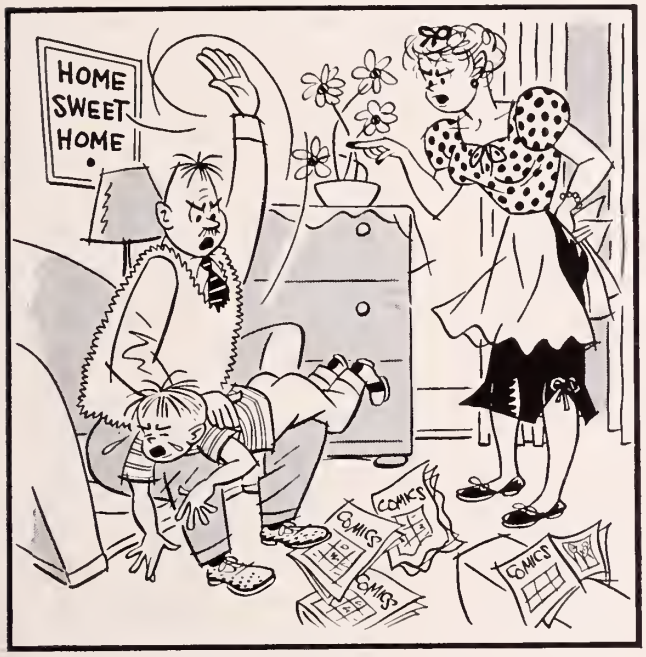
IN Hartford (CONNECTICUT) - WPOP
IN Kansas City - KUDL
IN Los Angeles (SPANISH LANGUAGE MARKET) - KALI
IN San Francisco (SAN MATEO) - KOFY

★ TOP RATINGS IN AUDIENCE
★ MORE LISTENERS PER DOLLAR
★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

PEOPLE work–play–*LIVE* by RADIO!





WHO Radio Holds a Big Lead in Total Radio Audience in America's 14th Largest Radio Market, Sign-On to Sign-Off!

RADIO'S a family affair in the vast 93-county area called "Iowa *PLUS!*" Yes Sir, here in "Iowa PLUS"—as in few other markets in the country—thousands of high-income families *WORK, PLAY, LIVE* by *RADIO!*

These families recognize and demand *mature* radio. They know WHO Radio fills the bill. WHO Radio is, and has been for 36 years, *aggressive, alert, alive!* WHO is radio at its sparkling best; offering the finest in entertainment, news, sports, and special features.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience —first place in every quarter hour surveyed —the balance being divided among 88 other stations!

See that your announcements reach "Iowa PLUS"—the "cream" of Iowa's tremendous radio audience! Your PGW Colonel has the details on Iowa's *only* big-audience station!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *Representatives*

WRFM

the
modern sound
that covers
a thinking
audience
of
music lovers

"NEW YORK'S FM GEM
IS WRFM"

WRFM
105.1 MC New York

Portrait of an Industry Destined for Soundness

Investment in an industry means confidence in its future. When three equipment manufacturers recently told of their fm plans, they testified to their faith in a mass fm market.

The three companies were Granco Products Inc., Motorola Inc. and Zenith Radio Corp. The occasion was a symposium entitled "The Fm Receiver Manufacturer Speaks" on FM Day at the NAB convention in Chicago. (see Hometown, p. 72).

"For the first time last year, annual sales of fm receivers passed the 1,000,000 mark," asserted Henry Fogel, president of Granco. Peering ahead he enthused that "This decade will see fm overtake and, I believe, replace traditional am radio."

As an indication of what public reaction already is to fm, C. J. Gentry, sales manager of Motorola, told the broadcasters of the response to the company's new fm-only car radio, which was introduced last January. He pointed out that when the radio was exhibited at the Chicago Auto Show, the company was not able at that time to state prices or delivery dates for the set. Despite this handicap, Mr. Gentry said, 126 units were ordered at the show.

In introducing Zenith's new am-fm portable, Ted Leitzell stressed the company's plans to explore the rural market. "Radio listeners in rural areas are an excellent market for fm," he said. "Fm comes through clearly at relatively long distances from stations."

The manufacturers are doing more than promoting their fm equipment. Herbert Frank, Granco's sales manager, described plans for his company's nationwide fm promotion now underway. In a 51-city salute to broadcasters which began last month, Granco is saluting the twentieth anniversary of the first request for an fm broadcast license. A total of 2,000 Granco fm receivers will be given away during the campaign.

Granco ran a national campaign last year similar to the anniversary promotion in that, as Mr. Fogel explained, the emphasis was ". . . on fm first, and Granco, second." The 1960 campaign, he says, will be even more intensive. "It follows that whatever we do to boost fm will aid the entire industry, but frankly it helps us, too."

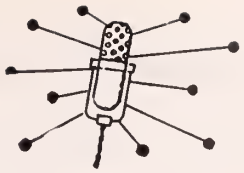
What is necessary for successful exploitation of the fm market? "Many people shy away from fm because of two false assumptions," says Mr. Fogel. "One is that a set costs hundreds of dollars. Two, that fm is strictly for the long-hair and high-brow.

"Part of the public education must stress that fm sets are competitive price-wise with am radios." As an example of low-cost fm, he described his company's self-powered tuner which sells for $20.

As to the suggestion that fm's format is quality programming, Mr. Fogel asserts, "Let there be no misunderstanding—fm programming *is* quality programming. And let's not sell the average American short, for our market research as well as our common sense tells us that as a group, the United States people are quality conscious. . . Family income has nothing to do with their tastes. . . They like quality jazz, quality dance music, quality classics. You can't sell them just any old thing." • • •



report from networks



► ABC:

Among the new buys on the ABC network is one by Pepsi-Cola for a broadcast of Princess Margaret's wedding on May 6 from 8:15 to 8:55 a.m. Other buys include a 13-week weekend news co-sponsorship by Burma Vita Co., a 13-week Breakfast Club purchase by the Union Carbide Chemical Co. and a Frigikar Co. 13-week co-sponsorship of the Paul Harvey show.

The network also announced a radio premiere and the return of a documentary dramatic series. The premiere, called *Continents in Motion,* is a monthly series based on interviews with leaders in Africa, Asia and Latin America which will describe the changes taking place in these areas. It will be produced in cooperation with the United Nations. The dramatic series is called *Project—Tomorrow,* which will point up the work of organizations in making America a better place for the future. The Council of National Organizations of the Adult Education Association of the United States will cooperate in the project. Both will be broadcast on Saturday mornings.

► CBS:

New program called *The Bob Richards Show,* featuring the pole vaulting reverend famed for his record leaps, starts May 2. The talk show consists of inspiring profiles on well-known personalities. The five-minute capsule will be heard Monday through Friday at 12:30 p.m. and 7:55 p.m. Sponsor is Wheaties, through Knox-Reeves, Minneapolis.

Coverage of the marriage of Princess Margaret at London's Westminster Abbey is being sponsored on CBS by Elgin National Watch Co. It includes two broadcasts on May 6, at 10:05 to 10:30 a.m. and from 7:45 to 8:00 p.m., both Eastern Daylight Time. The evening broadcast is a review of the day's events relating to the royal marriage and of the background of the wedding.

Sylvania Electric Products has expanded its participation on Arthur Godfrey Show starting May 1.

► NBC:

According to a survey taken by NBC's 10-man affiliates executive committee, almost 95 percent of the network's affiliates endorse the recently inaugurated radio network program plan, which enables stations to develop individual formats in combination with network service.

In a statement issued by the committee, the affiliates congratulated the network. It stated, "the new NBC programming represents a forward-looking concept and is producing the favorable results which our stations have anticipated."

The questionnaire, sent out to the 200 affiliates, revealed that 92 percent of them were favorable to the new plan, and that 94 percent of the stations reporting felt that they had a better sounding station as a result of the plan.

► MBS:

Robert Hurleigh, MBS president, and officials of Minnesota Mining and Manufacturing have been conferring on plans for the network's future. The network was purchased by Minnesota Mining last month.

Evidently, the radio-tv agency directors survey by MBS would, if they were program directors, be concerned with their community service image. That seems to be the consensus from early returns of the more than 100 questionnaires to the radio-tv policy-makers sent out by Robert Hurleigh.

"Judging by the replies that have come in so far," says Hal Gold, director of public relations, "it would seem that the agency people feel strongly about the value of a station's image." The network hopes that the interest in image at the radio director's level may indicate that they'd like to consider the image factor, as well as ratings, when it comes to buying time. • • •

Advertisement

JERRY LEWIS COMES TO FM!

A week ago KVFM-fm, San Fernando Valley, began broadcasting the DEL MOORE show. Jerry Lewis was Del's first guest. He enjoyed it so much that he's now co-hosting the show with Del.

It's not the usual Jerry Lewis or Del Moore that you and I know so well, but a very different and interesting Jerry and Del. To use Jerry's own words, "We talk softer on FM!"

The program originates right from Jerry's and Del's homes every Saturday and Sunday evenings from ten to midnight. Guests are interviewed and their favorite records are discussed and played. So far the guest list has included, in addition to leading Southern California personalities, such famous folks as June Christy, Buddy Bregman, Nick Adams, Herb Silvers and Henri Renee.

We're proud that Del Moore and Jerry Lewis, two of the most prominent men in the entertainment world, have chosen one of our stations for their first FM show. Write or call us for commercial availabilities.

CAN'T REACH 'EM ANY OTHER WAY

KHFM-fm, the FM station in Albuquerque, New Mexico represented by Western FM Broadcasting, has surveyed its listeners for three consecutive years and the results are very interesting. For instance, 26% of KHFM-fm's listeners DO NOT LISTEN TO AM RADIO, 57% NEVER OR RARELY WATCH TV! This is that middle-income, adult audience you can't reach with any other broadcast medium . . . only with FM radio!

WESTERN FM BROADCASTING
1615 Cherokee Avenue
Hollywood, California
HOllywood 4-7497

WITHIN A STONE'S THROW
OF COMMUNICATIONS ROW!

One of New York's most desirable locations

MADISON AVENUE
AT 52nd STREET



A Bigger and Better

Berkshire
HOTEL

Just steps from anywhere... now with 500 individually decorated rooms and suites — and completely air conditioned.



The magnificent new

BARBERRY
17 E. 52 St.

Your rendezvous for dining deliberately and well... open every day of the week for luncheon, cocktails, dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138

ANOTT IK HOTELS

report from Canada

Canadian Radio Prospects: Good—And Getting Better

Canadian radio looks better now than it ever has, according to Olive Jennings, supervisor of broadcast media buying at James Lovick & Co., Toronto advertising agency. "There have been changes taking place both in programming and in government regulations that have become more noticeable within the last year," she says. "I think they represent a trend that bodes well for radio. In fact, I'd say the media has more to look forward to in Canada today than ever before."

Olive Jennings, whose career in broadcasting goes back 25 years, is now in the midst of a giant listening campaign. She spends part of every day listening to tapes from radio stations in every part of Canada. The project, which will probably take her through June, verifies her belief that programming formats have improved.

Programming Trend

"In my opinion," she says, "the trend became evident soon after one forward-looking Vancouver station received its broadcasting license. Patterning itself after one of your well-known good music stations, this station became third in its area within four months after it went on the air. Now, and especially within the last six months, there seems to be a decided reaction throughout Canada against formula radio and towards easy listening formats.

"I've noticed among many of our cost-conscious clients too, a greater interest in radio. Part of this may be due to the continually rising costs of television. Another reason, I believe, is the better brand of radio that is now being produced."

The agency, whose billings are the third largest in Canada, includes on its client list such large radio users as British American Oil Co. and Canada Packers (soap div.)

Radio has benefitted on another front, too, in the last year, according to Olive Jennings. The government action which created the Board of Broadcast Governors as well as that which provided for the creation of private networks are both good for the radio industry, she says.

"The creation of the BBG," she explains, "ended a domination that private radio had been fighting for 20 years. Before that the regulatory group, the Canadian Broadcasting Corp., was also in competition with the private stations it regulated. Now, we have established a more sensible method of regulation in which the government board, separate from the CBC, regulates both the CBC and private stations.

"Now, private networks can be established upon application to the Board. We have one private network operating in the Maritime Provinces. And recently, a large Canadian advertiser sponsored a program on a private network which linked stations from the East Coast to the West Coast, permission for which was granted by the BBG.

"Furthermore, definite plans for a private network are already in embryo stages. The fall of 1960 will quite possibly see a newly developed, while limited, network operation in Canada." • • •

PUT EAST TEXAS
IN THE PALM OF
YOUR HAND!

KLUE
LONGVIEW
KMHT
MARSHALL

CALL
H. A. BRIDGE, JR.

●The BIG K Stations●

Include yourself In!

The Biggest Advertising Convention of the Year...

ADVERTISING FEDERATION OF AMERICA

56TH ANNUAL INTERNATIONAL CONVENTION

JUNE 5-8, 1960—HOTEL ASTOR, NEW YORK

Advertising's most inclusive get-together explores, discusses, expands the convention's theme: "ADVERTISING WORKS FOR FREEDOM." Keynoted by the Hon. Frederick H. Mueller, Secretary of Commerce. Provocative . . . Controversial . . . Vital to Everyone Interested in Advertising:

HEAR FTC Chairman Earl W. Kintner; Noted educator-anthropologist Dr. Margaret Mead; John P. Cunningham, Chmn., Cunningham & Walsh, Inc., discuss "*Self Regulation in Advertising.*"

HEAR Creative Session Speakers: Max Freedman, Washington Correspondent, *The Manchester Guardian;* Al Capp, creator of "*Li'l Abner*"; Walter Guild, Pres., Guild, Bascom & Bonfigli; and other speakers, other subjects of special interest.

PLUS ENTERTAINMENT! New York in June is a World of Entertainment for You, for Your Wife; and ABC, CBS, NBC Networks present "*An Evening with Rodgers & Hammerstein.*" Star-studded stage show featuring music and artists from Oklahoma, South Pacific, Carousel, Flower Drum Song, Sound of Music and other Broadway hit shows of R&H. Last minute extra: Chevrolet's fabulous TV Fashion Show, with models wearing original creations from leading designers.

MAIL YOUR REGISTRATION NOW FOR TWO GREAT ADVANCE PACKAGE OPPORTUNITIES!

$60.00 Advance Package

Includes admission to all sessions, brunch, 2 cocktail parties, 3 luncheons, dinner-dance, entertainment for you.

$30.00 Wife's Advance Package

Includes admission to parties, brunch, entertainment, dinner-dance, and special trips for your wife.

Advance price applies only until May 29th

Advertising Federation of America
250 West 57th Street, New York 19, N. Y.

My check for $.....covering Advance Registration for the 56th Annual AFA Convention, June 5-8, is attached.

CHECK TYPE OF REGISTRATION DESIRED

☐ Package Registration—$60 ☐ Wife's Package Registration—$30

☐ Advance Registration Only (Does not include meals)—$20

Reduced advance rates expire May 29.

Name_____ Title_____

Company_____

Address_____

City_____ Zone_____ State_____

Please make your hotel reservations direct with the Hotel Astor, New York City 36.



GOING UP—WITH MUSIC



radio research

Nielsen Issues Sixth Annual Review of Radio Audience

The Broadcast Division of A. C. Nielsen Company has issued its sixth annual review of ". . .various attributes of the radio audience." Called "Radio 60," the report covers a number of facets of the radio home and auto markets.

In defining the total consumer market, the study points out that the 1960 population of the United States is 179 million people, an increase of three million over last year, and a 27 million jump since 1950. This population is centered in 52 million homes, and according to the Nielsen study, 49.5 million are equipped with one or more radio sets. "Currently, radio set ownership is at virtual saturation, as it has been for a number of years. Regardless of regional or urban-rural differences, 95 or more homes out of 100 have at least one set."

Turning to the spread of home radio listening, the report indicates that the amount of time spent listening to radio this winter averaged one hour and 53 minutes. The highest levels of listening were found in the Metro areas (County Size A) with an average of one hour and 59 minutes; in the West-Central territory, with two hours and 15 minutes, and in the central time zone, with two hours and 11 minutes.

Radio listenership reaches its highest point in the Monday through Friday period during the morning hours. According to Nielsen, 8.3 million homes are tuned in at the average minute from 8 to 9 a.m. The largest home radio audience in the afternoon comes at noon, with 6.4 million homes tuned in during an average minute in that time period. The most popular evening hour is 6 p.m., with 4.7 million homes listening in at the average minute.

Home radio listening by day of week shows that "This winter, listening through the week ranged from somewhat more than one-and-one-half hours on Sunday to almost two hours on the average weekday. Weekend listening was greater in the afternoon than in the morning —the reverse of the weekday pattern."

Also focusing its attention on auto radio listening, the report indicates that "Auto radio listening. . . increases the in-home audience by more than a fourth during the average minute of the day. During the late afternoon and early evening hours, auto-plus amounts to over 40 percent of in-home listening." The peak hour for auto radio listening is 5 p.m., with 2.2 million sets tuned at an average minute. Most popular morning hour is 8 a.m., with 1.8 million sets added to the in-home totals. Evening auto listening reaches its peak in the 6 to 8 p.m. time period, with 1.6 million sets tuned in during the average minute.

Other Activities

The size and importance of the auto radio audience continues to be explored in various markets. WBT Charlotte, N. C., conducted a study based on a survey by the Wilbur Smith traffic consulting firm. According to the station, there are more automobiles on the streets of Charlotte on Friday than on any other day of the average week. "During the average week, 16.3 percent of Charlotte's automobile travel takes place on Friday. Monday is next with 15.1 percent, and Thursday is third with 15 percent."

In a study conducted by the research firm of Auto-Audits for eight stations in the Washington, D. C. area, it was found that ". . . there is a marked difference in automobile listenership from that in the home. Of particular interest . . . is the fact that 39.7 percent of those who listen to the radio in the automobile do not listen at home."

Other observations made in the survey are that the car radio audience is primarily adult, with the average age being between 35 and 45 years old. • • •


WWDC RADIO
WASHINGTON, D.C.
proudly announces the addition of
AMERICAN AIRLINES'
"MUSIC 'TIL DAWN"
midnight to 6 A.M.—7 days weekly
to its ever increasing list of
distinguished local, regional
and national accounts
Represented nationally by John Blair & Co.

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

Anthony C. DePierro, v.p. and director of media at Lennen & Newell Inc., New York, for the past seven years, has joined Geyer, Morey, Madden & Ballard Inc. as v.p. and assistant to the president.

Jacqueline Hunt, formerly with Doherty, Clifford, Steers & Shenfield, named media director, Sudler & Hennessey Inc., New York.

Louis J. Kennedy promoted from broadcast supervisor to media supervisor, Kenyon & Eckhardt Inc., New York. **Ed Kobza** becomes broadcast supervisor.

Ralph Trieger, formerly sales promotion manager, WBBM-TV Chicago, named director of media, R. Jack Scott Inc., Chicago.

Lawrence B. Marks, formerly of WNTA Newark, named v.p. in charge of creative writing and director of radio and television, Dunay, Hirsch & Lewis Inc., New York.

Harold A. Smith, head of press relations at Needham, Louis & Brorby Inc., Chicago, named v.p.

Nicholas V. Salimbene, assistant media director, appointed manager of J. M. Mathes Inc., Miami.

Ira Avery, account supervisor and **Alexander E. Cantwell**, in charge of radio and tv production named v.p.'s, BBDO, New York. **John H. Fogarty**, account supervisor, named v.p., Buffalo.

STATIONS

Art Holt, account executive at KABL San Francisco, named general manager, WYSL-AM-FM Buffalo. **Al Grosby**, formerly of WAKY Louisville, named sales manager.

Ralph W. Beaudin, general manager KQV Pittsburgh, appointed general manager of WLS Chicago.

John Gibbs promoted from program and sales coordinator to general manager, KQV Pittsburgh.

Stephen C. Crowley named general sales manager, KVI Seattle.

Robert B. Knoles, account executive, promoted to commercial manager, WPEO Peoria, Ill.

J. M. Higgins, v.p. and general manager, WTHI Terre Haute, Ind., elected v.p. and director of Wabash Valley Broadcasting Corp.

John F. Bayliss named v.p. and general manager, KOMY Watsonville, Calif.

George Stump, program director of KCMO Kansas City, Mo., appointed program director for KCMO-FM. **Johne Pearson**, radio production director, replaces him as program director of KCMO.

Chuck Conner appointed general manager KWEL Midland, Tex. **Paul Sanders** named sales manager and **Jerry Teaff**, program director.

Armand Lamont, sales executive, promoted to general sales manager, KRLA Los Angeles.

Robert J. Hoth, v.p. and general manager, KAKC Tulsa, promoted to exec. v.p., Public Radio Corp.

Chris Lane named director of operations for KYA San Francisco.

Ben Hoberman, general manager of WABC New York, named general manager, KABC Hollywood. **Harold L. Neal Jr.**, general manager of WXYZ Detroit, replaces him in New York.

David Gordon, music director, and **Read Wight**, director of client relations, named v.p.'s WPAT Paterson, N.J.

Virgil V. Evans, formerly managing director of WBT Charlotte, N.C., becomes assistant general mgr. of WCSC Inc., Charleston, S.C.

REPRESENTATIVES

William H. Schwarz, formerly program director of KDKA Pittsburgh, named manager of program services for Peters, Griffin, Woodward Inc., New York. **William O. Jones**, formerly account executive at The Katz Agency, appointed manager of the Atlanta office.

Joseph P. Aley, formerly of the Weed Co., joins The Branham Co., New York as account executive. **Leif Line** appointed to the promotion and research department. He was a merchandising analyst with Montgomery Ward Co.

Peter Prince, account executive with Prince & Co., joins the sales staff of Broadcast Time Sales, New York.

John J. Tormey, New York and **Roger O'Sullivan**, Chicago, named v.p.'s, Avery-Knodel Inc.

Robert A. Schmid appointed executive v.p. and **I. N. Hardingham** senior v.p., Headley-Reed Co.

Richard H. Close, director, NBC Spot Sales, elected v.p.

INDUSTRY-WIDE

Robert R. Pauley, eastern sales manager, appointed v.p. in charge of the ABC Radio Network.

Robert Cessna appointed sales manager, Michigan and Ohio territory, for Community Club Services Inc.

Norman J. Ostby, previously general manager of MBS's western division, made general manager, MacKenzie Electronics Inc., Inglewood, Calif.


Lane


Neal


DePierro


Thompson


Pauley


Schmid


Prince


Hoberman

SESAC *salutes*

NATIONAL RADIO MONTH
NATIONAL MUSIC WEEK

with

SESAC RECORDINGS*

and "DRUMMERS"*--

all-new recorded sales starters, station promos and production spots.

This new LP Program Service, brilliantly produced on hi-fi recordings and featuring the top artists of the industry, offers the "BIG 6 FOR '60" – 6 different purchase plans to choose from. Outright ownership. Your choice of albums. New releases. Popular, jazz, classical, country and western, religious and band music.

*Trademarks



For complete information fill in and mail coupon to SESAC.

Gentlemen:

Please send me SESAC's complete LP Program Service listings with details on the "DRUMMERS"* and the "BIG 6 FOR '60."

NAME_____

TITLE_____ CALL LETTERS_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

* Trademark

SESAC INC. · THE COLISEUM TOWER · 10 COLUMBUS CIRCLE · N.Y. 19, N.Y.

EDITORIAL



. . . radio's public interest record

TOO MUCH FOR GRANTED

"Broadcasting has come to occupy a unique place in the national scene. Perhaps we have become overly accustomed to receiving and enjoying its many services. Perhaps we are taking its many contributions too much for granted."

These words were uttered last month by Congressman Emanuel Celler (D-N.Y.) as he released a survey of nine New York City stations on their public service accomplishments for 1959. His remarks represent something of a recantation in that in prior instances he has been a vocal critic of broadcasting.

What Congressman Celler found upon close examination is not surprising. The public interest performance of the radio industry is indeed impressive—including stations of all formats, sizes and personalities.

INVEST HEAVILY

The U.S. RADIO survey of public interest programming shows that stations invest heavily in time, effort and money in serving the community needs of their listeners (see *Radio . . . In The Public Interest,* p. 24). It is a record that needs no defense. It tells its own story.

In three different population categories—up to 499,000, between 500,000 and 999,000 and one million and over—the average station's accomplishments in the public interest are significant —including the number of hours of such programming, number of announcements and dollar equivalents based on rate cards.

Impressive as these statistics are, however, numbers don't always tell the whole story. The day-to-day performance of stations and the contributions they make to community well-being is a story that could fill tomes.

COMPONENT PARTS

In the area of news, radio has taken the tape recorder and the beeper phone and has converted them into symbols of modern journalism (see p. 32). For instantaneous reporting—whether the story originates at a distant corner of the globe, the Nation's Capitol, the state house or around the corner—the American public knows where to turn for accurate news presentation.

In editorializing, many stations are taking the lead in community, regional and state affairs by adding a voice that comments, urges and advises (see p. 28). Stations that editorialize have seen their efforts bear fruit—in the form of new legislation, construction of roads, uncovering a local scandal, more effective snow removal or simply stimulating thought and discussion.

In supporting community service projects, the radio station takes a seat second to none in its desire and enthusiasm to support and participate in hometown projects, whether they be safety, fund raising, civic affairs, public welfare or youth and education (see p. 44).

The public interest record of radio is well worth examining.

STATION JINGLES GOOD ENOUGH TO EAT !!!





Day in, day out . . . year after year, the Triangle Stations have compiled a record of continuous service to the community unsurpassed by any other broadcaster in America.

- "Studio Schoolhouse"—America's oldest program of in-school instruction by a commercial station . . . continuously broadcast on WFIL, Philadelphia, since 1943 and on WFIL-TV since 1948.
- "University of the Air"—America's oldest and largest continuously run adult education program in commercial television . . . now in its 10th year on the Triangle Stations.

During 1959, Triangle Stations contributed $4,931,000* in time for public service announcements and programs, and more than $361,000 out-of-pocket expenditures for public service.

COMMUNITY LEADERS SINCE 1922

TRIANGLE STATIONS

*One-time national rate

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y. / **WLYH-TV**, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM**, Fresno, Cal.
Triangle National Sales Offices: 485 Lexington Avenue, New York 17, New York/ 3440 Wilshire Blvd., Los Angeles 5, Calif. / 6404 Sharon Rd., Baltimore 12, Md.

for buyers and sellers of radio advertising

U.S. RADIO

VOL. 4 — NO. 6

JUNE 1960

35 CENTS

MER RADIO
rch Points to Peak
Weather Listening
page 27

SELLING
Group Plan's Effort
in New Radio Dollars
page 34

ND" RADIO
Radio Effort Aims
king Brand Loyalty
page 38

MERCIAL TREND
f Entertainment in
ercials Evaluated
page 42



Richard Kudner

pion Spark Plug
Radio to Generate
diate Sales Action
page 30

WKBW

IS

FIRST IN BUFFALO

HOOPER *RADIO* AUDIENCE INDEX

CITY: BUFFALO, N. Y.

DATES: APRIL 2-8 and 9-15, 1960

SHARE OF RADIO AUDIENCE

TIME	RADIO SETS-IN-USE	STA. "B"	STA. "C"	STA. "D"	STA. "E"	WKBW	STA. "F"	STA. "G"	STA. "H"	OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A.M. - 12:00 NOON	16.1	27.7	5.3	12.8	9.0	33.0	3.8	1.0	5.9	1.4	5,981
MONDAY THRU FRIDAY 12:00 NOON - 6:00 P.M.	14.2	19.4	8.4	10.5	8.0	37.2	4.8	1.1	8.9	1.7	7,079
SUNDAY DAYTIME 10:00 A.M. - 6:00 P.M.	16.6	9.1	6.7	14.2	12.6	31.9	3.5	5.9	8.7	7.5	1,855
SATURDAY DAYTIME 8:00 A.M. - 6:00 P.M.	18.1	17.0	14.3	11.0	6.3	35.4	6.8	3.3	3.9	2.1	2,276

and PULSE AGREES

WKBW *is No.* 1

28% AVERAGE SHARE OF THE AUDIENCE

February 1960 PULSE (Buffalo) Mon-Sun 6:00 A.M.–12:00 MIDNIGHT

WKBW — BUFFALO — 1520

50,000 WATTS • Clear Channel

Represented by

AVERY-KNODEL

A NEW *FIGURE* in radio . . . delighting millions in an EXCITING new manner



FIGURE new low cost per thousand
FIGURE new coverage
FIGURE new sales
FIGURE new ratings
FIGURE new merchandising

KXOL
FT. WORTH

KBOX
DALLAS

KONO
SAN ANTONIO

K-NUZ
HOUSTON

FIGURE the TEXAS QUADRANGLE as your BEST BUY!

See your KATZ Agency man effective June 1

George! Make a note that this new buy for Texas now makes it possible to buy the 4th ranked market in the U.S. in population, retail sales and 2nd in automotive sales. Better see our Katz man for more details—

LOUD

OR CLEAR?



)oes she filter you out or hear you through? It depends on whether her radio is tuned in—or just urned on. Listeners to the CBS Owned Radio Stations are tuned in and alert, because C-O programming demands it. It is radio for the active attention of the adult mind—not just a substitute or silence. Locally-produced C-O shows include live music, comedy, opinion forums, education, special events, regional news, documentaries, interviews, sports, farm shows, business eports—everything that interests people. And added to all this is the unique strength of the BS Radio Network, with its schedule of star personalities, drama, comedy, complete news overage and analysis, public affairs and great live music programs. This is responsible roadcasting. It gets a responsive audience. And gets response to your advertising, too!

BS OWNED RADIO STATIONS
EPRESENTED BY CBS RADIO SPOT SALES

C O

KCBS SAN FRANCISCO **KMOX** ST. LOUIS
KNX LOS ANGELES **WBBM** CHICAGO **WCAU**
PHILADELPHIA **WCBS** NEW YORK **WEEI** BOSTON

MEREDITH WOW, INC.

is pleased

to announce

the Appointments

of

WILLIAM O. WISEMAN

as Station Manager of

RADIO WOW – Omaha

and of

C. ALFRED LARSON

as Station Manager of

WOW-TV – Omaha

•

Frank P. Fogarty

Executive Vice President
Meredith Broadcasting Company

Vice President & General Manager
Meredith WOW, Inc.



W. O. "BILL" WISEMAN is a broadcasting rarity in that his personal initials duplicate those of his station—"W.O.W." Bill is a 23-year veteran of RADIO WOW, coming to the station in 1937. He has served as Promotion Manager and since 1951 as Sales Manager. He will continue as RADIO WOW Sales Manager. Bill has become widely known in broadcast advertising circles the country over through his RADIO WOW presentations to agencies and clients.

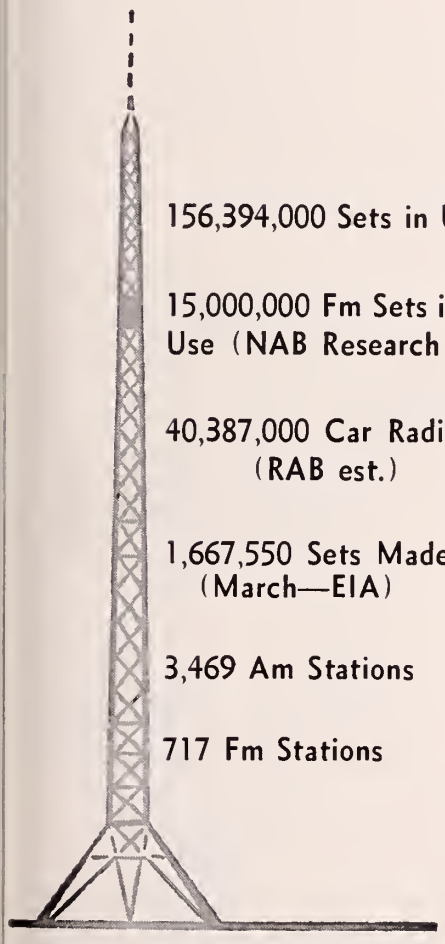


C. ALFRED "AL" LARSON joined RADIO WOW as a bookkeeper in 1938. He successively served RADIO WOW as Office Manager and salesman and WOW-TV as Local Sales Manager. In 1953 he was appointed Commercial Manager of Station KPHO-TV, Phoenix, where he remained for three years. Al then moved to Des Moines and a four-year stint as Assistant Director of Meredith Radio and TV Stations.

MEREDITH STATIONS					
WOW Radio WOW-TV Omaha	KCMO Radio KCMO-TV Kansas City, Mo.	WHEN Radio WHEN-TV Syracuse, N. Y.	KPHO Radio KPHO-TV Phoenix, Ariz.	KRMG Radio Tulsa, Okla.

Meredith Stations are affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines

Radio's Barometer



156,394,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

40,387,000 Car Radios (RAB est.)

1,667,550 Sets Made (March—EIA)

3,469 Am Stations

717 Fm Stations

Spot: National spot radio billings for the Intermountain Network for the first quarter of 1960 showed an increase of 13.2 percent over the first quarter of 1959, it was announced by Lynn L. Meyer, president of the regional network.

Network: Net sales totaling $6.5 million have been made by NBC Radio since February, it has been announced by William K. McDaniel, vice president in charge of the network. It is also pointed out that total sales since the first of the year are $12.5 million. Over $500,000 in sales for the month of April is reported by ABC Radio. Robert R. Pauley, vice president in charge of the network, says that the business resulted from 13 new orders and four renewals. (See *Report from Networks,* p. 71.) The Frito Co. (see *Coast to Coast Radio Recipe,* April, p. 22) recently moved into the number one position as a network advertiser in terms of total home broadcasts delivered, according to the monthly A. C. Nielsen Co.'s index for the period ending April 3. Using 478 broadcasts, the corn chip company totaled 200,973,000 home broadcasts delivered. Network leader in commercial minutes delivered is Time, Inc., the Nielsen index shows, with a total of 96,858,000.

Local: Increases in billings have been reported by three stations—KXOA Sacramento, Calif.; KFI Los Angeles, and WDMV Pocomoke City, Md. KXOA wrote business in April representing an increase of 41 percent, according to Riley R. Gibson, president. He also says that business for the year, through April, is 37 percent ahead of last year. Figures for the first quarter at KFI show an increase of 33 percent over the same period in 1959, states Elmer O. Wayne, general sales manager. April billings at WDMV were up 25 percent over March business, and 10 percent ahead of last April, according to Erny Tannen, station president.

Stations: The number of am and fm stations on the air at the end of April totaled 4,186, an increase of 15 (four am and 11 fm) over the previous month.

	Commercial AM	*Commercial FM*
Stations on the air	3,469	717
Applications pending	617	77
Under construction	84	161

Sets: Total radio production in March was 1,667,550, including 633,761 auto receivers, according to the Electronic Industries Association. Total radio output for the first three months of the year came to 4,465,706, including 1,863,094 auto sets. This represents an increase of almost one million units over the same period in 1959. Total radio sales, excluding car radios, was 664,441; three-month total was 2,079,308. Number of fm sets produced in March was 83,127. The three-month cumulative fm production was 167,906. Totals for the same period in 1959 were 92,374.

EQUIPPING A RADIO STATION?



A favorite is back!
—in the improved BK-11A

VELOCITY MICROPHONE

only $125.00

All the advantages of the famous 44BX and Junior Velocity Microphones are here combined with the latest developments in ribbon microphone design for full fidelity performance. Wide-range frequency response makes it ideal for music pickup. Bidirectional figure-eight pattern permits placing of performers on both sides of the microphone.

Order your BK-11A now! Write to RCA, Dept. H-337 Building 15-1 Camden, N. J. Whatever your broadcast equipment needs, see RCA FIRST!

RADIO CORPORATION of AMERICA

Tmk(s) ®

RCA

for buyers and sellers of radio advertising

U.S. RADIO

JUNE - 1960 VOL. 4 - NO. 6

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Arnold Farber — *Managing Editor*
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West Coast

Whaley-Simpson Co.
700 Montgomery Building
San Francisco 11, SUtter 1-4583

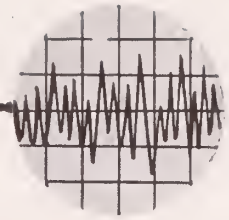
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BPA

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soundings



PGW Salesmen Enthused Over 'Phone-A-Check' Service

The "Phone-a-Check" service, enabling agencies to dial a phone number and listen to the taped sound of stations represented by Peters, Griffin, Woodward Inc., New York, has met with admen and salesmen acceptance since it started at the end of April, according to the representative firm. The service receives about 15 to 20 calls a day, with each caller listening for an *average* of five to seven minutes. The tapes, which run between 15 and 20 minutes, are specially prepared by the stations to present a composite sound of their programming (music, personalities, news and news policy). At present, 21 of the 32 represented stations have tapes at the separate "Phone-A-Check" office maintained by PGW.

What Globe Dept. Store Looks for in Radio Use

One of the major department store radio users, Scranton's Globe store, believes that one of the things radio sales presentations should emphasize are the facts and figures that show how broadcast coverage reaches beyond the newspaper area. William Davis, Globe vice president, addressing the annual meeting of the Pennsylvania Association of Broadcasters last month, stated that he thinks it is wrong for sales approaches to stress "how much better one station is over another." He believes that intelligent use of radio "requires that we keep on top of copy, working closely with the station copywriter." Globe backs up its radio advertising—as it does with all media—with store displays. Mr. Davis states that in sales presentations he likes to see reasons why a medium is good for Globe 52 weeks of the year, and *not* when a "good spot has just opened up."

New Radio Services Key To RAB's Five-Year Plan

Radio Advertising Bureau's plan to double its annual operating budget from $1.1 million a year to $2.2 million by 1965 is keyed to new and expanded services to the industry. Additional income at the rate of $650,000 a year is expected to come from such new services as a school for radio salesmen. A $500,000 annual increase is anticipated from new dues, with membership expected to grow from the present 1,200 plus to 1,900 in five years.

Research Council Considers Code of Ethics Proposal

Serious consideration is being given by the Radio-Tv Research Council to a proposal that would establish a Research Code of Ethics. Expressing his views in a speech before the council, Michael Santangelo, director of public relations, Westinghouse Broadcasting Co., said he believes the RTSC should afford guideposts for the use of research data by establishing ethical standards. Such a code, he maintains, should be "drafted against a . . . background and experience of the misuse and abuse of research results, particularly in advertising."

Charges of Rate-Cutting Are Leveled at Ad Agencies

In the past month, the radio industry has aimed charges of either condoning or practicing rate cutting at two agencies that are major users of broadcast advertising. What puzzles most radio men is that such tactics actually undermine the very economic structure of agencies themselves.

Programming Switch Emphasizes The Mass of Three Special Groups

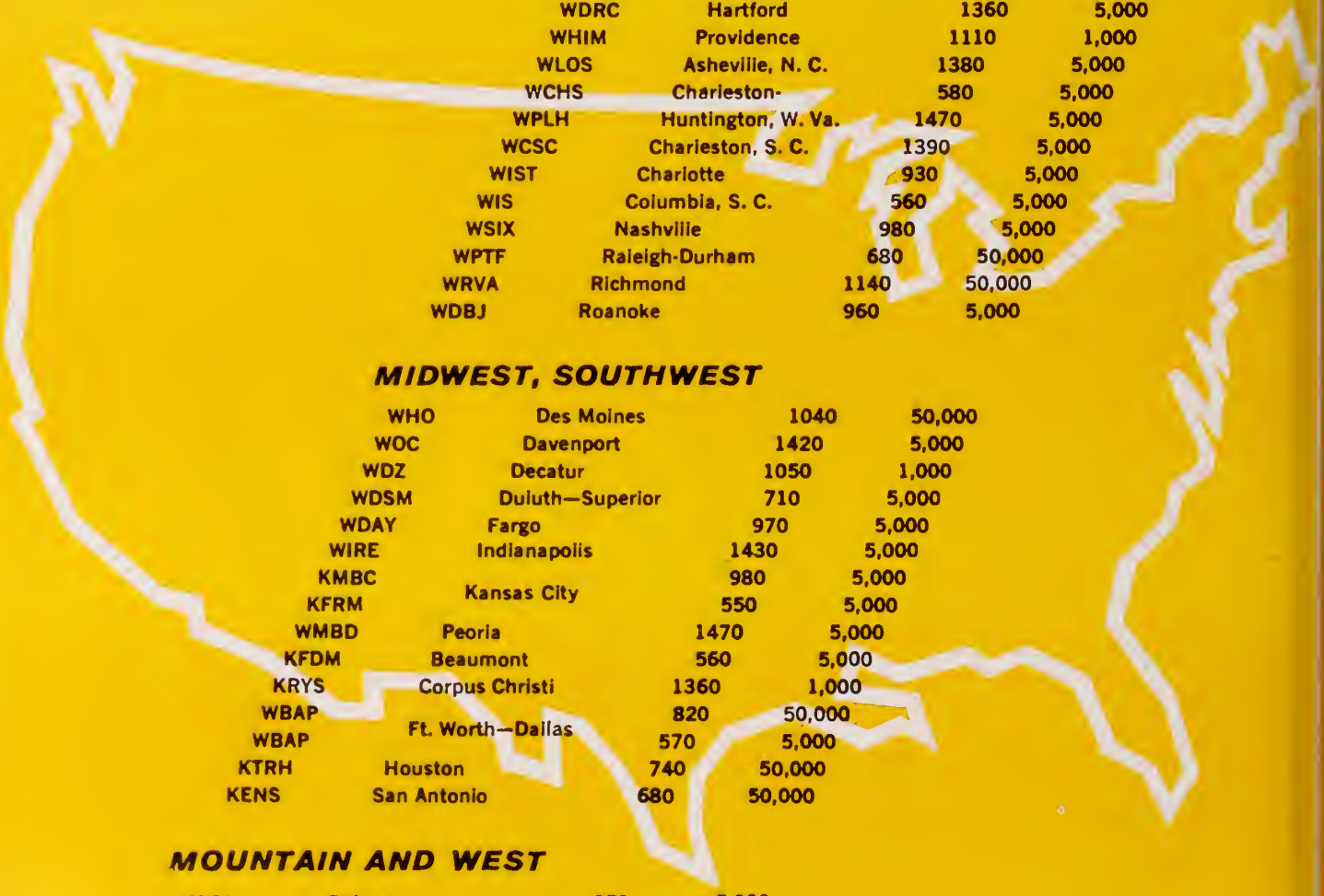
This month Bartell Family Radio's WADO New York changes its entire format to reach three cultural groups—Negro, Italian and Spanish-language. Previously, the station was broad-appeal music and news during the day and Italian-language at night. WADO (formerly WOV) says it plans to bring modern production techniques to the programming aimed at these cultural groups.


To tell you
more about SPOT
and the Stations
and Markets we represent



PETERS, GRIFFIN, WOODWARD, INC.

...and these are the fine Radio Stations and Markets we represent:



EAST, SOUTHEAST

		FREQUENCY	WATTS
WCBM	Baltimore	680	10,000
WWJ	Detroit	950	5,000
WDRC	Hartford	1360	5,000
WHIM	Providence	1110	1,000
WLOS	Asheville, N. C.	1380	5,000
WCHS	Charleston-Huntington, W. Va.	580 / 1470	5,000 / 5,000
WCSC	Charleston, S. C.	1390	5,000
WIST	Charlotte	930	5,000
WIS	Columbia, S. C.	560	5,000
WSIX	Nashville	980	5,000
WPTF	Raleigh-Durham	680	50,000
WRVA	Richmond	1140	50,000
WDBJ	Roanoke	960	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	1040	50,000
WOC	Davenport	1420	5,000
WDZ	Decatur	1050	1,000
WDSM	Duluth—Superior	710	5,000
WDAY	Fargo	970	5,000
WIRE	Indianapolis	1430	5,000
KMBC	Kansas City	980	5,000
KFRM	Kansas City	550	5,000
WMBD	Peoria	1470	5,000
KFDM	Beaumont	560	5,000
KRYS	Corpus Christi	1360	1,000
WBAP	Ft. Worth—Dallas	820	50,000
WBAP	Ft. Worth—Dallas	570	5,000
KTRH	Houston	740	50,000
KENS	San Antonio	680	50,000

MOUNTAIN AND WEST

KBOI	Boise	950	5,000
KHOW	Denver	630	5,000
KGMB	Honolulu—Hilo	590	5,000
KHBC	Honolulu—Hilo	970	1,000
KPOP	Los Angeles	1020	5,000
XEAK	San Diego	690	50,000
KIRO	Seattle	710	50,000

Pioneer Station Representatives Since 1932

PETERS, GRIFFIN, WOODWARD, INC.

NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · BOSTON
ATLANTA · DALLAS · FT. WORTH · SAN FRANCISCO · ST. LOUIS

time buys



Bache & Co.

Agency: *Albert Frank-Guenther Law Inc., New York*

Product: INVESTMENTS

Another addition to Bache's radio schedule takes place July 5 when Washington, D. C., will be added. There are now about a dozen markets that Bache covers by radio. All are using five-minute programs. There is a possibility that more markets will be added to the schedule during the summer. Timebuyer is Larry Butner.

Continental Wax Corp.

Agency: *Product Services Inc., New York*

Product: SIX MONTH FLOOR WAX

Summer is when floors need the most care and, according to the company's research, waxing is important during the warm weather. Though the plans have not yet been completed, the wax company will definitely use spot radio this summer. Present schedule calls for a July start. Timebuyer is Doris Gould.

Charles E. Hires Co.

Agency: *Maxon Inc., New York*

Product: HIRES AND ICE CREAM PROMOTION

The virtues of root beer and ice cream on a hot summer day will be promoted in Hires largest warm weather campaign to date. Radio will be used on about 350 stations across the country in the campaign scheduled to begin at the end of July. Daytime minutes, 20's will be used.

Supported by local franchised bottlers, the campaign will seek tie-in support from supermarkets, dairy companies, chain store fountain operations, groceries and confectionery outlets.

Ford Motor Co.

Agency: *J. Walter Thompson Co., New York*

Product: PARTS AND SERVICES

To find out if radio can service Ford, the company is undertaking a four-week test this month in Los Angeles for its Parts & Services Division. About six or seven stations will be using minute-long musical commercials at the rate of close to 100 a week. The company recently finished a similar month-long test in San Antonio to see what radio can do. Timebuyer is Bob Gorby.

Jaka Ham Co.

Agency: *Kastor Hilton Chesley Clifford & Atherton, Inc., New York*

Product: HAMS

Seeking to continue its sales progress, which has seen an increase of more than 300 percent in three years in the United States, the Danish cooperative firm is currently running an advertising campaign that will run through July 9. Radio will be used in major markets throughout the country as part of the overall campaign. Timebuyer is Beryl Seidenberg.

John Hancock Mutual Life Insurance Co.

Agency: *McCann-Erickson Advertising, U.S.A., New York*

Product: INSURANCE

Another first time radio user begins a schedule in early June in 13 top markets. The campaign, set for 22 weeks, calls for prime daytime minutes at the rate of 10 to 12 a week. Timebuyer is Phil Stumbo.

P. Lorillard & Co.

Agency: *Lennen & Newell Inc., New York*

Product: NEWPORT CIGARETTES

Summer activity is underway among the cigarette companies, traditionally big spenders in radio all year round. Campaign for Newports is scheduled for a June start in major markets. Schedule calls for mainly minute announcements. Timebuyer is Manny Klein.

Mennen Co.

Agency: *Warwick & Legler Inc., New York*

Product: TOILETRIES

Plans for a summer spree for all Mennen products handled by the agency include radio in about 60 to 70 markets. The campaign is scheduled for a mid-June start, set to last 17 weeks. Minute spots will be used. Timebuyer is Joe Hudack.

Merck & Co., Inc.

Agency: *Charles W. Hoyt Co., New York*

Product: FRUIT-FREEZE

Ripening of the fruit crop means time for radio for this fruit preservative. From now until the early fall, the company will be advertising in about 30 to 40 markets, depending on when the fruit crops ripen. Advice of local brokers on crop situation will help determine starting dates in various markets. Mostly minutes, some 20's will be used at frequencies up to 10 and 20 a week. Timebuying is being handled by Doug Humm.

(Cont'd on p. 13)


STOP

WGN WINS AGAIN!

For two years in a row, radio station WGN, Chicago, has won the coveted Alfred P. Sloan Award for distinguished public service in highway safety. The citation reads as follows:



"WGN Radio in 1959 virtually doubled the traffic safety programming that earned the station a Sloan Award last year.

"Notable were its Signal 10 program which imaginatively attacked the problem of traffic law enforcement in a two-state area; a safety slogan contest that drew more than 10,000 entries; its frequent Trafficopter reports, daily providing helpful services to motorists and effectively tied in with instructive safety facts; and, in addition, a heavy volume of safety spots and announcements.

"WGN's Safety Crusade doubtless has been an important factor in the recent improvement of Chicago's traffic accident record."

WGN RADIO CHICAGO

First in Service

THIS IS

DOM!NANCE WIL ST. LOUIS !!!!!!!

! WIL has the highest share of the big St. Louis audience. More than the next two independents combined.

! WIL has nearly twice as much audience as both network stations combined. (83%).

! WIL has 32% more audience than the number two station in St. Louis (network).

! WIL has 64% more audience than the number three station in St. Louis (independent).

! WIL is DOMINANT in ST. LOUIS.

! C. E. Hooper—May, 1960

WIL RADIO . . .
outstanding in St. Louis

THE BALABAN STATIONS

WIL	WRIT	KBOX
ST. LOUIS	MILWAUKEE	DALLAS
Sold Nationally by Robert E. Eastman & Co., Inc.		Sold Nationally by The Katz Agency

The Nation's most experienced Flagship Stations.

JOHN F. BOX, JR.,
MANAGING DIRECTOR



(Cont'd from p. 9)

National Biscuit Co.

Agency: *McCann-Erickson Advertising, U.S.A., New York*

Product: MILBROOK BREAD

Success story for Nabisco's new product is a success story for radio. The bread has been on the sound waves since it was introduced last fall and will be taking its first fling into summer radio starting June 27 in 14 markets. Most are in the Northeast, though cities in Ohio and Texas are included.

Scheduled to last 12 weeks, the campaign calls for 15 spots a week per station. All are minute announcements. Timebuyer is Phil Stumbo.

Nestle Co.

Agency: *McCann-Erickson Advertising, U.S.A., New York*

Product: NESTEA

Summer schedule includes a radio promotion to supplement the product's tv advertising. Now underway, the radio campaign will last 10 weeks at frequencies ranging from 40 to 60 per week per market. All minute announcements will be aired in the seven markets using the sound waves. Timebuyer is Jean Podester.

Noxzema Chemical Co.

Agency: *Sullivan, Stauffer, Colwell & Bayles Inc., New York*

Product: HIGH NOON SUNTAN LOTION

Appeal to the sun worshippers is now underway in an 11-week campaign covering 51 markets. Weekend concentration calls for spots from Wednesday evening through Sunday. Frequencies will be 10 to 20 a week, depending on the size of the market. All minutes. Timebuyer is Bob Anderson.

Noxzema Chemical Co.

Agency: *Sullivan, Stauffer, Colwell & Bayles Inc., New York*

Product: SKIN CREAM

Putting this product on the sound waves for the first time, Noxzema will go into 25 markets throughout the country for its skin cream for eight weeks. Campaign is already underway. Minute announcements are scheduled at frequencies of 10 to 20 a week, depending on the market. Timebuyer is Bob Anderson.

Prince Macaroni Manufacturing Co.

Agency: *S. E. Znbrow Co., Philadelphia*

Product: MACARONI

When Prince Macaroni says it's saturating the air waves, it means it will broadcast a total of 2,235 announcements or programs a week during its current campaign.

Scheduled on nine stations in five New England markets, the campaign began May 30 and will last seven weeks. The heavy frequency figures represent a combination of spots and newscasts. Another seven-week flight is planned for September. Timebuying is handled by media director Don McCarty.

Rolley Co.

Agency: *Foote, Cone & Belding Inc., San Francisco*

Product: TANFASTIC SUNTAN LOTION

Upping its schedule from 26 markets last year to 62 markets this, the suntan lotion is now on a summer campaign that will last eight weeks. Also increased is the frequency which has doubled in each market. Lengths are 60's and ID's this year. Last year they used minutes and station breaks.

F. & M. Schaefer Brewing Co.

Agency: *BBDO, New York*

Product: BEER

Listeners to the Johansson-Patterson fight June 20 will find advertisers taking advantage of the occasion. One of them is Schaefer beer, which has bought time that night in 12 northeastern markets. Adjacencies have been bought before and after the fight on a spot basis on stations broadcasting the event. Buy is in addition to the company's summer radio schedule. Timebuyer is John Neilin.

Sinclair Refining Co.

Agency: *Geyer, Morey, Madden & Ballard Inc., New York*

Product: GASOLINE AND OIL

Catching the motorists out in the summer air, Sinclair goes on-the-air for six weeks with an NBC *Monitor* buy starting June 1. On its heels wil come another six-week schedule of daytime spots on the Mutual network. With the exception of one or two spot buys in such cities as Austin, Tex., the gas firm will be staying with the networks during the summer months.

Sun Oil Co.

Agency: *William Esty Co., New York*

Product: SUNOCO GAS AND OILS

After a three-week hiatus, the oil company begins its summer schedule June 19 in 70 markets. The summer activity will last through Labor Day. Plan calls for weekend traffic time, with minute and 30-second announcements. In all markets multiple station buys have been made. Timebuyer is Jim Scanlon.

Tuborg Breweries Ltd.

Agency: *Erwin Wasey, Ruthrauff & Ryan Inc., New York*

Product: BEER

An ideal vacation spot is a good place to advertise. On this assumption, Tuborg is running a 17-week campaign, now underway, in Denver. Minute spots are being used about 10 times a week. Radio activity in other cities for the beer company include a campaign in Houston, Tex., and fm in New York. Timebuyer is Dick Bunberry.

nothing does it like 7-Up spots

The Kingston Trio figures very heavily in the national spot picture both on television and radio. Their clever and musically bright spots for 7-Up is further proof that the spot medium has gone big time—another case of a successful advertiser using top talent on a market-to-market basis. The Kingston Trio performs custom commercials for a specific job—and with salesmaking showmanship. With 7-Up spot is a **basic** buy because they reach the prospective customers they must reach with the maximum exposure, high return and moderate investment. **Spot.**

HR *Television, Inc. Representatives*



There are spot advertising specialists in your nearest HR office.

Com'ots through J. Walter Thompson

washington



Small-Market Broadcasters Seek Relief from Overtime Provisions

Small-market broadcasters are continuing in their efforts to get congressional relief from the overtime provisions of the Fair Labor Standards Act. A strong case for exempting small radio and tv stations from the overtime provisions was made recently by the National Association of Broadcasters' Charles H. Tower, formerly manager of broadcast personnel and economics and now vice president for television. In a statement presented to the House Subcommittee on Labor Standards, Mr. Tower said, "Legislative relief is needed because the unusual and unique operating conditions in small-station broadcasting make strict adherence to the overtime provisions of the law, at best, awkward and, at worst, impossible.

Operating Need, Fair Treatment Are Cited as Two Main Reasons

"Such relief is justified because most employers in the small-market broadcasters' business environment are not now subject to the law; nor will most of them be covered by those proposals for extended coverage which are being given consideration. Both operating need and equitable treatment, therefore, support the association's plea for legislative attention. . . . Small-station, small-market broadcasting is a local product market business, that is, a business set up to serve a restricted market. It is the type of business that was by and large excluded from the coverage of the Fair Labor Standard Act passed in 1938," Mr. Tower pointed out.

Sponsorship Identification and Payola Two Problems, says NAB

In a review of the legislative problems confronting broadcasters, an NAB official restated the association's position that the problem of "payola involved commercial bribery and should be regarded entirely separately from the question of sponsorship identification on the air." Speaking at the University of Missouri, Columbus, Mo., Vincent T. Wasilewski, NAB director of governmental affairs, pointed to the danger of treating these two matters as one problem.

See Possible Stew Created By Putting Two Ills in One Pot

"What this adds up to," Mr. Wasilewski said, "is that you could have compliance, even with the FCC's interpretation of Section 317, and still have payola being practiced. For example, it would be possible to make an announcement that recordings were supplied by manufacturer X and still have the substantive evil should manufacturer X be paying over-and-above in order to get preferential treatment for his recordings over others." He believes that the answer to current problems involving sponsorship identification requirements can be found by "Either an administrative interpretation by the commission as to what constitutes valuable consideration in the context of the intent of Section 317, giving the commission specific authority, or, failing that, an amendment to Section 317 specifically defining valuable consideration."

RAB Head Suggests Government Look Before It Regulates

Industry leaders continue to caution the government against being too hasty in the way it regulates broadcasting. Speaking before the Washington Advertising Club, Kevin B. Sweeney, president of the Radio Advertising Bureau, said, "Radio's growth pattern for the 60's . . . can be accelerated or retarded by . . . how government decides to regulate and actually regulates radio broadcasting." The RAB executive made six specific suggestions to government that he said ". . . would allow radio to realize its potential."

(Cont'd on p. 18)

THANKS...FOR HELPING US

Yes...thanks to you...
our advertisers...for the
tremendous progress
of U. S. RADIO.

Today, U. S. RADIO carries more radio advertising in an average issue than that of any other similar magazine in the field, with figures mounting all the time.

This has a two-fold significance. One, it goes without saying that revenue is a mandatory factor in the growth of any enterprise. We're no exception. Two, and just as important, is the total impact this radio advertising has enabled us to create for the whole field of radio. When a man picks up a magazine, he looks at two things, editorial content *and* advertising. Both together create the impact for the field; in our case, for radio.

We pegged our future on the basic concept that radio is separate, distinct and competitive. One ad dollar cannot go to radio and TV or any other medium. Radio must stand alone and fight for its share. And U. S. RADIO now penetrates into every nook and cranny of the industry.

Predictions for radio in the months ahead are most optimistic. The future of radio looks mighty bright; and you can rest assured U. S. RADIO will continue to give *radio* unprecedented trade magazine support.

NETWORKS & GROUPS

ABC
Balaban Stations
Bartell Stations
Cy N. Bahakel Stations
CBC
CBS
Colorado Net
Concert Net
Corinthian Stations
Crosley Broadcasting
Crowell-Collier
Farm & Home Radio
Georgia Negro Group
Good Music Broadcasters
Intermountain
Keystone Broadcasting
McLendon Ebony
McLendon Stations
Meredith Group
MBS
NBC
OK Group
Plough
QXR Network
Star Stations
Steinman Stations
Storer Broadcasting
Storz Stations
Telebroadcasters
Texas Quadrangle
Transcontinent
Triangle Stations
Westinghouse Broadcasting
Yankee Network

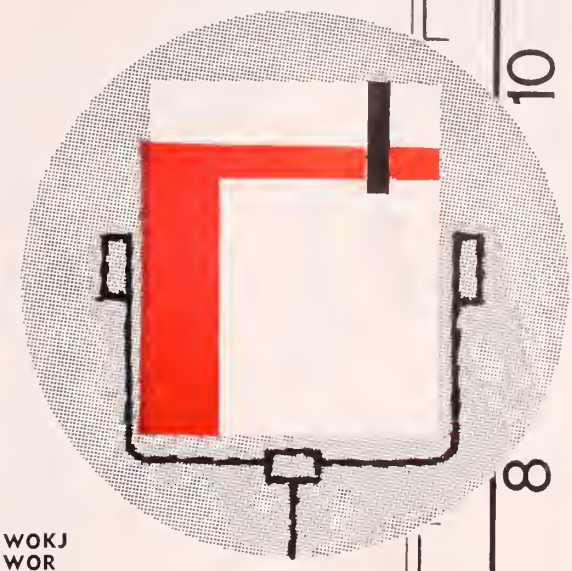
STATION REPRESENTATIVES

All Canada
Avery-Knodel
Chas. Bernard
John Blair
CBS Spot
Robert E. Eastman
H-R
Katz Agency
Daren McGavren
NBC Spot
Edward Petry
Peters, Griffin, Woodward
Radio-TV Reps
Weed & Co.
Western FM Broadcasting
Adam Young

EQUIPMENT & SERVICES

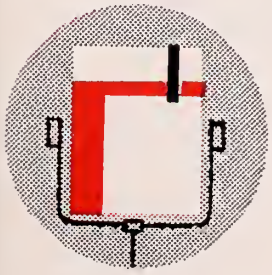
Ampex
Blackburn & Co.
BMI
Collins
Commercial Recording Corp.
Community Club
Futursonic Prod.
Gates Radio
Harry Goodman
Robert Hall
Housewives Protective League
Hughey & Phillips
Kahn Research Labs
Lang-Worth
Magnetronics
Pulse
Programatic
Radio Press
Radio Recorders
RCA Equipment
RCA Thesaurus
Sande & Greene
SESAC
Standard Electronics
SRDS
Standard Radio Transcripti
Richard H. Ullman Inc.

MEASURE UP



RADIO STATIONS

CKLW
KAKC
KANB
KBHS
KBIG
KCBS
KCMO
KDKA
KDWB
KDUO
KEWB
KEX
KFAC
KFAL
KFMB
KFWB
KGB
KGFJ
KGNC
KHFI
KHOW
KIMN
KIOA
KISN
KITT
KIXZ
KJOE
KLIF
KLZ
KMA
KMBC
KMHT
KMMJ
KMOX
KMPC
KNOK
KNUZ
KOA
KOBY
KOCY
KOKE
KONO
KOSI
KPOA
KPRC
KPRS
KQV
KREX
KRMG
KSAN
KSD
KSDO
KSO
KSON
KTOK
KTRE
KTRH
KWBB
KWFT
KWKH
KWK
KXOK
KXOL
KYW
WAAB
WALT
WAMO
WANN
WBAL
WBAP
WBML
WBNS
WBNY
WBT
WBZ
WCAR
WCAU
WCCO
WCFL
WCHB
WCLS
WCOL
WCUE
WDAK
WDAS
WDAY
WDBJ
WDIA
WDSU
WEBB
WEBC
WEEI
WEEP
WEJL
WERE
WFAA
WFBM
WFHR
WFIL
WFMF
WGAR
WGBF
WGBS
WGH
WGN
WGR
WGY
WHAT
WHBF
WHBQ
WHDH
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WHK
WHLI
WHO
WIBB
WIBG
WIBW
WICC
WICE
WIL
WIND
WING
WINN
WINS
WIP
WIS
WISN
WIST
WITH
WJAG
WJBK
WJDX
WKJF
WKBW
WKLO
WKMI
WKNX
WKY
WLIB
WLS
WLW
WMAQ
WMAY
WMAZ
WMBD
WMBR
WMIL
WMOZ
WMPS
WNAX
WNEW
WOKJ
WOR
WOW
WOWO
WPAT
WPBC
WPDQ
WPTF
WPTR
WRBL
WRC
WRCV
WREN
WRFD
WRFM
WRIT
WRVA
WSAI
WSB
WSBT
WSGN
WSM
WSPD
WSUN
WTAC
WTIC
WTOP
WTXL
WVET
WVNJ
WVOK
WWDC
WWJ
WWRL
WXLW
WXYZ
WZOK



U. S. RADIO

the monthly magazine devoted 100% to radio advertising

50 West 57th Street • New York 19, New York

test
this
perfect
combination

Open

the Southern California Market

More and better radio penetration . . . and for less money, too!

The John Poole Broadcasting Company combines two powerful facilities, KBIG and KBIQ (FM) . . . separately programmed to increase sales impact, at a special combination discount!

Ask your KBIG, KBIQ or Weed Representative for details.

740 KC
KBIG

104.3 MC
KBIQ
(FM)

John Poole
Broadcasting Company, Inc.
6540 Sunset Boulevard
Los Angeles 28, California
HOllywood 3-3205

National Representative: Weed Radio Corp.

Six Steps to Help Industry Set Its House In Order

The government was asked by Mr. Sweeney to "recognize our differences. Radio stations are basically small enterprises. . . . Our job—the one assigned us by the government serve the public interest. Let us serve when our licenses are granted—is to that interest better by setting up new administrative standards to judge how well we serve the public. . . .

"Continue to encourage radio stations to express an opinion about their community . . . Keep in mind that radio stations—while on the whole small enterprises—are becoming increasingly valuable. (A license) should be awarded only to those who will use it to capacity . . . Please don't be subjective about radio programming. . . . Americans are amply served by different types of programming. . . . It's time to examine some of the administrative guides to regulating radio," Mr. Sweeney said in concluding his list of suggestions to the government.

Group of Broadcasters Joins Ivy League Set for Two Weeks

A group of 65 broadcasters expects to come back with some valuable new ideas about operating their stations after attending NAB's Executive Development Seminar at the Harvard Graduate School of Business Administration which will be conducted next month.

The broadcasters, from 29 states, were selected from among station or network applicants occupying positions of president, executive vice president, general manager, station manager or positions of equivalent responsibility.

During the two week stay at Harvard, the broadcasters will study such subjects as analysis of the executive function; formulation and execution of competitive strategy; organization and delegation of work; planning, budgeting and controlling costs; management of human resources, and review and appraisal of management performance. • • •

YOUNGPRESENTATION

goes to work for
four of America's best-selling
radio stations

Effective June 1, 1960

ADAM YOUNG INC.

becomes exclusive national representative for

RAHALL

RADIO GROUP

community-wise radio, now in

ST. PETERSBURG/TAMPA: **WLCY**

BECKLEY, WEST VIRGINIA: **WWNR**

ALLENTOWN/LEHIGH VALLEY: **WKAP**

NORRISTOWN/PHILADELPHIA: **WNAR**



ADAM YOUNG INC.

Representing all that's effective in radio today

NEW YORK
3 East 54th St.
New York 22, N. Y.
PL 1-4848

CHICAGO
Prudential Plaza
Chicago 1, Ill.
MIchigan 2-6190

ST. LOUIS
915 Olive St.
St. Louis, Mo.
MAin 1-5020

LOS ANGELES
6331 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 2-2289

SAN FRANCISCO
155 Montgomery St.
Room 1410
San Francisco 6, Calif.
YUkon 6-5366

DETROIT
2940 Book Bldg.
Detroit 25, Mich.
WOodword 3-6919

ATLANTA
1182 W. Peachtree
Atlanta, Ga.
TRinity 3-2564

NEW ORLEANS
1205 Saint Charles Ave.
New Orleans 13, La.
TUlane 5611

on the go with Tony Moe



WHAT I'M SAYING IS THIS . . .

For a week I've been pounding New York City's pavement and time buyers' desks with the KSO story. It's important and it goes something like this:

Three Radio stations in the Des Moines Market garner 80% of the listeners. KSO is one of them—BUT each of the other two costs almost THREE TIMES AS MUCH as we do. It's simple: YOU GET MORE FOR YOUR DOUGH ON KSO. Greater frequency. More impact! That's why our May billing is up 300% since KSO Radio came under the Joe Floyd, Larry Bentson and Tony Moe aegis.

More for your dough? Use KSO.

Tony Moe

DES MOINES and CENTRALIOWA

KSO

RADIO ON THE GO!

PHONE TONY MOE AT KSO

or contact **H-R** *REPS*

LARRY BENTSON, President · TONY MOE, Vice-Pres.-Gen. Mgr. · JOE FLOYD, Vice-Pres.

Associated with WLOL, Minneapolis-St. Paul; KELO-Land TV (KELO-tv, KDLO-tv, KPLO-tv); KELO Radio, Sioux Falls, S. D.

the *Silver Mike*





THIS MONTH:

HERBERT D. MANELOVEG

Media Director,
BBDO, New York

Major Radio Agency Has New Media Director

For mass penetration of the consumer market through radio, Herbert D. Maneloveg, new media director of BBDO Inc., New York, believes strongly that multi-station buys in major markets are most effective.

He feels that since impact increases with frequency, the efficiency of the medium is greatest for the advertiser with the *largest* budget.

"I see radio as an efficient prime medium for the large advertiser," he states.

In evaluating the roles of major media, Mr. Maneloveg stresses that you cannot generalize as to the appropriateness or effectiveness of any one medium. He says that the nature of the product, the size of the budget and the type of audience you want to reach are all factors that have to be considered in determining the best medium or media for the product.

In looking ahead to the future of radio, the BBDO executive sees a place for fm because of its selective audience. "We still don't know enough about the medium, however," he declares.

In an era that has seen the media department assume greater suzerainty over radio than in the past, Mr. Maneloveg's career reflects an important brush with radio. One of his first jobs with with a station in research.

He has been with BBDO since 1954, serving most recently as an associate media director. Previously, he had spent three years in the media department of Benton & Bowles as a media buyer.

But before his agency career started, Mr. Maneloveg served in research capacities with Parade Publications Inc., from June 1950 to January 1952, and with WOR New York, from 1948 to 1950.

Mr. Maneloveg, a native of Aliquippa, Pa., is a graduate of the University of Pittsburgh. He also has done graduate work at Columbia University and Pennsylvania State University. During World War II, he saw service in France with the U. S. Army and holds a Purple Heart.

He is married and lives in White Plains, N. Y., with his wife and two children. • • •

"THE SWINGING GENTLEMEN"



The "Swinging Gentlemen" of Channel 98, KFWB, Los Angeles put the meat on the bones of the Southern California rating skeleton. They provide challenging company to nine million radios in KFWB's primary area.

These 8 top radio entertainers unfold a glittering swirl of uninhibited radio programs ranging from a dead serious attitude about public service issues to being joyously amusing in a light, warm way. The "Swinging Gentlemen" have great influence on the spending of $24,000,000 a day in retail sales in Southern California. Consider, if you will, that KFWB registers almost double the audience of the second station. Give the credit to the "Swinging Gentlemen" of KFWB and their daily effort to provide a collation of contemporary listeners with a slick sound that pleases the most people.

Look 'em over. Listen to 'em. You'll love 'em.

KFWB channel **98**
6419 Hollywood Boulevard, Hollywood 28, California, HOllywood 3-5151

Robert M. Purcell, General Manager
James F. Simons, General Sales Manager
Represented nationally by **John Blair & Co.**

A SERVICE OF CROWELL-COLLIER BROADCAST DIVISION | Robert M. Purcell, Director

LETTERS TO THE EDITOR

Public Service Issue

My heartiest congratulations to U. S. RADIO on the depth and comprehensiveness of the survey of the public interest record of present-day radio which has been so graphically presented in the May issue. I believe you will find general agreement with the point you make that all too often radio's role in the public interest is taken for granted. In light of this, U. S. RADIO has performed a valuable service to the industry in setting forth in detail the complete record of radio's public service in all its breadth and diversity.

Robert E. Kintner
President
National Broadcasting Co.
New York

Your tribute to radio is a fine issue—but, then, what's so unusual about that?

E. L. Deckinger
Vice President
Grey Advertising Inc.
New York

Your public service issue is great.

Ben Strouse
President
WWDC Washington, D.C.

Congratulations on the May issue of U. S. RADIO featuring "Radio . . . In the Public Interest." It should be *must* reading for all industry critics.

Each radio station, in its own way, is an unsung hero of community service. Broadcasting is peopled with conscientious and dedicated individuals whose operations are dictated by more than the Communications Act.

Robert H. Teter
Vice President-Radio
Peters, Griffin, Woodward, Inc.

Congratulations on a fine issue.

Tim Elliot
President
WICE Providence, R.I.

I really mean this, the latest issue is one of the finest wrapups I have ever seen.

Cecil Woodland
General Manager
WEJL Scranton, Pa.

On behalf of Tony Provost and myself, permit me to extend our heartiest congratulations on the May issue of U. S. RADIO. We feel very strongly that you have presented a tremendously powerful case in behalf of radio in general, and have successfully proved that the majority of radio stations throughout the country honor and respect the privileges extended them as FCC licensees in the public trust.

Thomas S. Carr
Vice President
WBAL Baltimore

Your May issue outlining radio in the public interest . . . is an exceedingly well done job and I enjoyed reading it thoroughly.

Johnston F. Northrop
Administrative Vice President
Corinthian Broadcasting Corp.
New York

I'm enjoying (the May issue) and finding it very informative. You are all to be congratulated for doing such a splendid job on this much-needed and timely report.

Russell George
General Manager
WOIC Columbia, S.C.

In most radio operations public service time exists in greater quantity today than under the old "program" format. . . . The service format provides the listener with the information and entertainment he or she desires, seconds after tuning in. However, the transition to the "service" concept of broadcasting was fast. Too fast in some instances for the industry.

. . . In the commercial broadcast industry—which is less than 50 years old—we have barely scratched the surface of listener needs, and how these needs may be integrated into the day-to-day schedule of a community-oriented radio station.

John Barrett
Program Director
WKBW Buffalo, N.Y.

A good magazine. I salute you for radio.

Dan Hydrick
General Manager
WGH Newport News, Va.

You certainly should be proud of the presentation which you have made on radio's dynamic "other side of the coin." I think it will prove most helpful in making our advertising clients and listeners aware of the importance of public service broadcasting.

Paul G. O'Friel
General Manager
WBZ Boston

Congratulations on the swell May U. S. RADIO.

Ben Ludy
President and General Manager
KWFT Wichita Falls, Tex.

We read our copy of U. S. RADIO with a great deal of interest. It certainly was a comprehensive report of radio's contribution to community and public welfare, and will, I'm sure, draw well-deserved plaudits from the radio industry.

Duncan J. Ross
Radio and Tv Director
Harold Walter Clark, Inc.
Advertising
Denver

YOUR RADIO IN THE PUBLIC INTEREST ISSUE TERRIFIC. KEEP UP THE GOOD WORK.

Dick Evans
Station Manager
KCMO Kansas City, Mo.

I certainly endorse forceful and candid reporting on this aspect of broadcasting; our industry needs it if station images are to be properly drawn and delineated, since already promotion and publicity tend to emphasize the one-time shot, the gimmick, the plus dreamed up as a commercial plus.

Just as agencies and advertisers have come to view station rating ads with a jaundiced eye (everybody is No. 1), they are anxious to know the real story of a broadcaster's performance of his license commitment: Is it constant and continuing, is it sincere or a smokescreen because of the Washington "climate," is it doing the public interest some real good or actually drawing upon a sensationalism that could mean ratings?

(Cont'd on p. 25)

Swingin' Musical Images*





BY SANDE & GREENE





Agencies, Advertisers and Broadcasters . . . they have all been served by the Sande & Greene organization. Highly creative ideas . . . decidedly original lyrics . . . definitely rememberable swinging musical images by Sande & Greene can musically promote your products . . . or your station.

Write or phone for audition tape or TV demo film reel.

*some folks call 'em "jingles"

NEW YORK
25 W. 54th St.
JUdson 6-2388

HOLLYWOOD
8400 Sunset Blvd.
OLdfield 6-0300

Current "Musical Images"

WNEW, New York
KFWB, Los Angeles
WXYZ, Detroit
KXOK, St. Louis
WIP, Philadelphia
Canadian Propane Gas

KDWB, Minneapolis/St. Paul
KEWB, San Francisco
Merita Bread & Cakes
Creomulsion Cough Medicine
Flame Rose Wine
Robert Hall Clothes, Inc.

Southern Bell Telephone
Yellow Pages
Sealtest Ice Cream & Milk
Schick Safety Razor
7-Up
Nu-Grape



The Big WLW Radio World!

...with audience among top 10 in America!...and first in Cincinnati!

For 38 years now, WLW has been one of the Radio leaders of the Country. WLW consistently rates among the top 10 largest audiences of the more than 3500 Radio Stations in America. And WLW also has the largest audience of any Cincinnati Radio Station.

These WLW spectacular audience ratings are due to two important factors:

1. *The WLW World's Highest Fidelity AM transmission*—developed exclusively by Crosley Broadcasting engineers.

2. *The WLW programming*—a concept of programming with broad audience appeal, especially in music, information ond news.

So when buying Radio time, call your WLW representative. You'll be glod you did!

WLW AUDIENCE SUMMARY DATA

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION.....Per Week.....

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

In addition, WLW delivers more than 174,000 homes outside of these areas on a daily basis.

WLW Radio—one of the *dynamic* WLW Stations! Crosley Broadcasting Corporation, a division of **Avco**

(Cont'd from p. 22)

WNEW is, and always has been, fully aware of the importance of ratings. I don't sneer at them or the honest effort to build them. But, I deplore public service being booted around like a formula station gimmick. This doesn't do anyone any good.

All of the foregoing indicates . . . our concern that radio be honestly appraised for what it is and does. I bristle regularly at radio-tv columnists in New York newspapers who devote valuable space to reruns and repeats of television half-hours—and haven't even a word for outstanding performance by a radio station. . . .

. . . Thousands of announcements, imaginatively presented, add up to a staggering total not only of dollar values but listener impressions as well. . . . Qualitatively, radio can and does perform with equally dramatic effectiveness.

. . . Hold up the mirror again and again! Round-ups of station public service activity are good—but I think a detailed analysis of one station, large or small, is also called for. Not only what it does in this vein, but why; its audience characteristics, its civic peculiarities, its local stresses, strains and other factors.

Once again, many thanks.

John V. B. Sullivan
Vice President-General Manager
WNEW New York

You are to be complimented on an excellent publication. . . . It is heartening to know that radio has such a stalwart supporter. . . . More people should remember that over 156 million radio sets in homes throughout the nation are being used for entertainment and information, and not for doorstops.

William S. Hedges
Vice President
National Broadcasting Co.
New York

. . . The "Radio in the Public Interest" number of U. S. RADIO . . . is a dandy.

Frank P. Fogarty
Vice President-General Manager
Meridith WOW Inc., Omaha



The Moneylender and His Wife
Quentin Matsys (1465?-1530) Flemish School

To reach the BUYING ADULT AUDIENCE in Houston

It's **K-NUZ** — the NO. 1* BUY in HOUSTON

. . . at the lowest cost per thousand!

*See Latest Surveys for Houston



24 HOUR MUSIC and NEWS

National Reps.:
THE KATZ AGENCY, INC.
- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581

they must be...

Mutual affiliates are giving network clients over 90% clearance in peak daytime hours. You don't do that if you're unhappy.

Mutual Stations are making more money than they ever made before. Certainly that's a most happy picture.

The total audience reached by the affiliated stations is larger than it ever was in the New Mutual's history. That makes us feel pretty good, too.

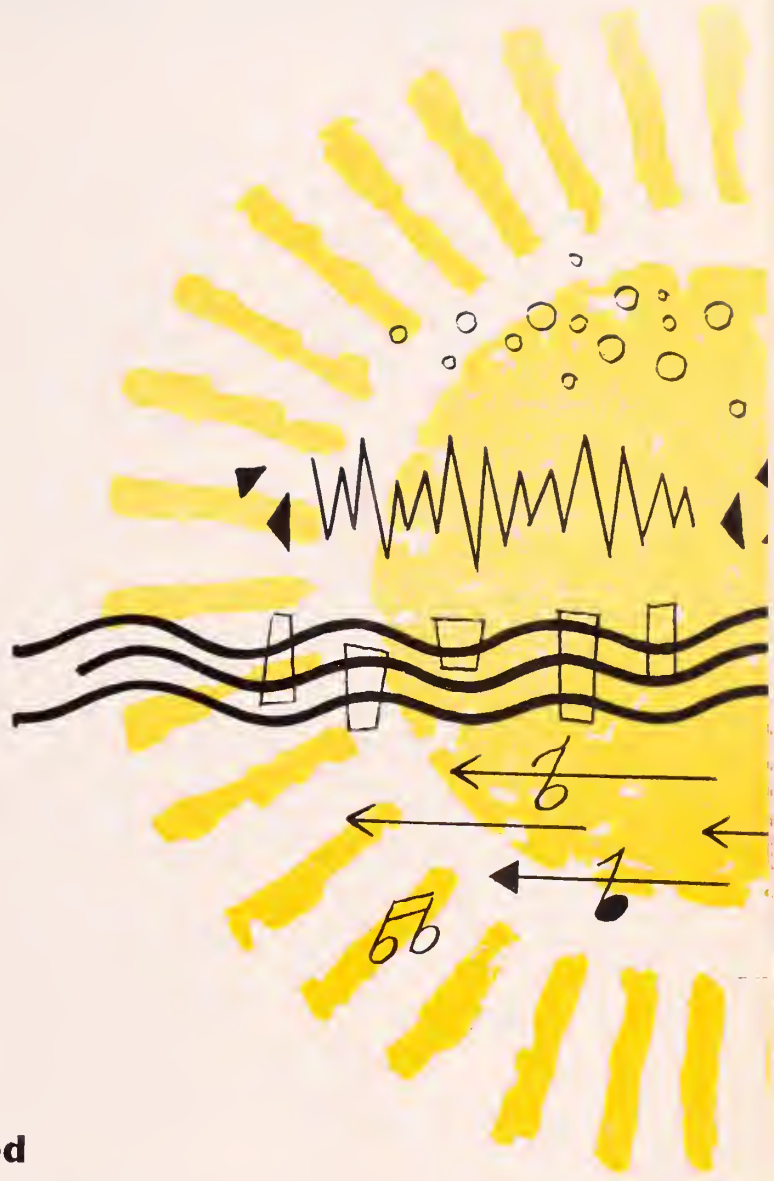
Matter of fact – we celebrate the fact that everybody's happy.



are Mutual Stations happy?

MUTUAL
BROADCASTING SYSTEM

The World's Largest Network—a service to independent stations



The Hot Sound Of Summer Selling

Peak summer listening predicted as agencies and clients are confronted with barrage of research supporting hot weather radio employment

The glare of the hot summer sun reveals the changed — and changing — face of radio better than any other single element.

A decade or more ago, summer was vacation time for more than school kids—advertisers and agencies, too, placed their regular radio schedules on an eight-week holiday. Today, while the moppets may be still playfully splashing in the salted waves, radio sponsors are back at their desks betting a heavy chunk of dough that the heat of summer sound can add fire to their sales.

Warm-weather weeks have a way of bringing everything out in the open—listeners, cars, regular radio advertisers and even those who turn to the airwaves for sales punch in the summer, while employing other media the remainder of the year.

This year, as never before, agencies and advertisers are being led into the values of summer radio use by a barrage of statistics that confirm hot weather radio dominance. These facts include:

- The Sindlinger & Co. report showing that for eight weeks last summer hours of radio listening outstripped tv for the first time in two years.
- The coveted out-of-home audience of America-on-the-go is radio's "glass of iced tea." The Pulse Inc. shows that last summer out-of-home listening added 30.5

to in-home listening.

- And A. C. Nielsen Co. believes that auto listening adds between 26 percent and 42 percent to the in-home.
- The Radio Advertising Bureau has commissioned research that shows that the "everywhere-you-go-there's-radio" theme applies to boats and beaches, parks and picnics.
- And while the out-of-home is rising, it is not done at the expense of in-home, which remains relatively stable from winter to summer with but a slight drop in some markets when the mercury rises.
- Linked closely with this radio phenomenon is the fact that, contrary to some beliefs, retail sales for the months of June, July and August actually represent between 25 and 30 percent of annual sales in many important categories.

These are some of the fundamental facts underlying the radio story from June to September.

Prime Period?

It is significant to note that with the large out-of-home audience during the summer coupled with the stability of in-home, hot weather is actually turning out to be the prime period of the year for radio listening.

Kevin B. Sweeney, president of RAB, predicts that this summer the average U. S. family will spend nearly an hour more per day with its radio sets than it spent during the average winter day. He believes that listening in summertime 1960 will set a record, with at least 300 million hours of additional weekly radio listening in July than in February.

"While radio's winter listening is increasing each year, summer listening is increasing even faster," states Mr. Sweeney. "In 1958, July exceeded February in total radio listening by nearly 100 million hours weekly; in 1959, July radio listening topped February's by nearly 200 million hours weekly. At the very minimum—with over 18 million more radio sets operating in summer of 1960 than in summer of 1959—we should add another 100 million hours additional listening this year making the lead 300 million hours weekly."

The weekly Sindlinger reports of last summer were among the most talked-about pieces of research of recent memory. It showed that for the weeks from July 2 to August 27 radio outdistanced tv for the first time since July 1957.

Radio Wins

During the week ending July 23, for example, a Sindlinger projection showed that 79.3 million persons—62.3 percent of those interviewed—listened to the radio daily, while 77.1 million people watched tv daily —60.6 percent of interviewees. And so on throughout the summer.

Albert E. Sindlinger, president, declared that auto listening was responsible for 30 percent of the total daily listenership, and that the portable audience accounted for 12.5 percent of the total.

In summarizing the factors attributable to the results of the reports, Mr. Sindlinger stated, ". . .other studies by our organization indicate more people are outdoors this summer, more are turning from tv to radio and the volume of auto traffic has risen. These factors, plus the run-off of pre-1948 films which supported tv last summer (1958), are causing the rise in radio listenership."

In analyzing the Sindlinger results, RAB looked at the summer *versus* winter performance of radio compared with other media.

Comparing the hours spent with each medium for the week of July 16, 1959, with the week of March 12, 1959, RAB reported these findings:

- Radio goes *up* 154,980,000 hours.
- Tv goes *down* 628,460,000 hours.
- Newspapers go *down* 7,980,000 hours.
- Magazines go *down* 7,700,000.

Pulse has been charting the growth of summer listening for many years. In its analysis of radio's audience last summer, Pulse reported that the out-of-home listening level was at an all-time high, adding 30.5 percent to in-home listening. This out-of-home "plus" was 28.3 percent in summer 1958 and 25.7 percent in summer 1957.

The growing importance of out-of-home listening both to the advertiser and radio alike can be seen in the fact that the "plus" factor in 1951 was only 17.3 percent.

As to the actual size of the out-of-home radio audience last summer—measured in terms of *radio families* —five percent of all such families reported listening in automobiles, at work or in other away-from-home places during the average quarter hour between 6 a.m. and midnight, according to Pulse. "If these results are projected nationally," Dr. Sydney Roslow, director, pointed out, "the out-of-home audience during the past summer (1959) added 2,524,000 families to the listening audience during the average quarter hour, with the figure considerably higher during many periods of the day. What's more, with the continued development and popularity of small transistor radios, there is every reason to believe that listening away from home will continue on the upgrade in the future."

No Vacation Time

Summertime, as most advertisers are aware, is no vacation time for retail sales. Peters, Griffin, Woodward Inc., in a summer radio presentation for agency use, "Summer's Sunniest Spot," quotes U. S. Department of Commerce figures, which show that on the average the summer months account for between 25 and 30 percent of total retail sales. Some of the specific categories are auto dealers, 25.7 percent; soft drinks, 41.2 percent; beer, 39.9 percent; grocery stores, 25.3 percent.

RAB has strengthened the out-of-home radio story through research on some of the specialized aspects of summer listening. RAB commissioned the Pulse to survey listening at beaches, parks and picnic grounds. The study showed that among

groups (each averaging more than four people), 40.8 percent had portables with them and 75.3 percent of these radios were in use at the time of the survey.

Similarly, RAB had Fact Finders survey the listening potential of the booming pleasure-boat market. The study shows that 70.1 percent of boats have standard radios aboard. The bureau estimates that with approximately 37 million American boaters taking to the water this summer, 52.4 percent will be listening to radio from six to 10 hours weekly.

Sales Presentations

Capitalizing on the opportunities for national spot radio, many representatives have prepared special presentations for agencies and clients.

The Katz Agency Inc., for example, has prepared a 13-page brochure called "Spot Radio Is Your Best Summer Buy." It details the many highlights of summertime listening, documented with available research.

Among the facts Katz brings to light is that in the top 50 tv markets, daytime radio can offer "14 times more frequency than nighttime tv."

Based on Katz cost estimators for radio and tv, the firm shows that an expenditure of $1,219,263.50 for daytime radio (9 a.m. to 4 p.m.) will deliver 910 announcements per market per week or 45,500 announcements for 50 markets in a 13-week campaign, compared with an outlay $1,243,775 for nighttime tv (7 p.m. to 10 p.m.) which will deliver 65 announcements per market per week or 3,250 for 50 markets for the same period of time. The number of minute announcements per week per market are 70 for radio and five for tv.

As far as summer programming is concerned, George Skinner, director of program services for Katz, says there is a shift in emphasis by most stations during the hot weather months. "The shift encompasses, for the most part, the service features of radio—more weather and traffic reports, advice on fishing, boating and recreational opportunities," he says.

"The radio listener during the summer relies to an even greater extent on last-minute and up-to-date information that only radio can provide to guide decisions regarding away-from-home activity."

CBS Radio Spot Sales, in a comprehensive presentation called "It Takes Four Quarters to Make a Dollar," points out that the average American family spends the equivalent of ten and a half full working weeks in the car each year.

Basing this figure on the U.S. Bureau of Roads facts, the presentation states that the average American family drives more than 10,500 miles per year at an average speed of 25 miles per hour.

The CBS Radio Spot report declares that with the summer quarter accounting for 37.4 percent of all trips and with automobiles accounting for 90.2 percent of summer trips, summer radio and its heavy out-of-home listening is a natural opportunity for advertisers.

The adjustments in summer programming figure prominently in the presentation prepared by Edward Petry & Co. titled "Make This the Hottest Summer in History." The first part of the 20-page report contains the statistical support for the summertime radio story and is aimed at the advertising decision-maker.

The second part contains brief de-

(Cont'd on p. 63)

Summer Radio Dominance

Agencies and clients are being bombarded with a wealth of statistics supporting the use of summer radio this year. Among the most salient figures are these:

- An analysis of Sindlinger figures by Radio Advertising Bureau **compares the hours spent with each medium for a typical week during summer and winter** (the week of July 16, 1959, with March 12, 1959). These are the RAB findings:

  Radio goes up 154,980,000 hours.

  Tv goes down 628,460,000 hours.

  Newspapers go down 7,980,000 hours.

  Magazines go down 7,700,000 hours.

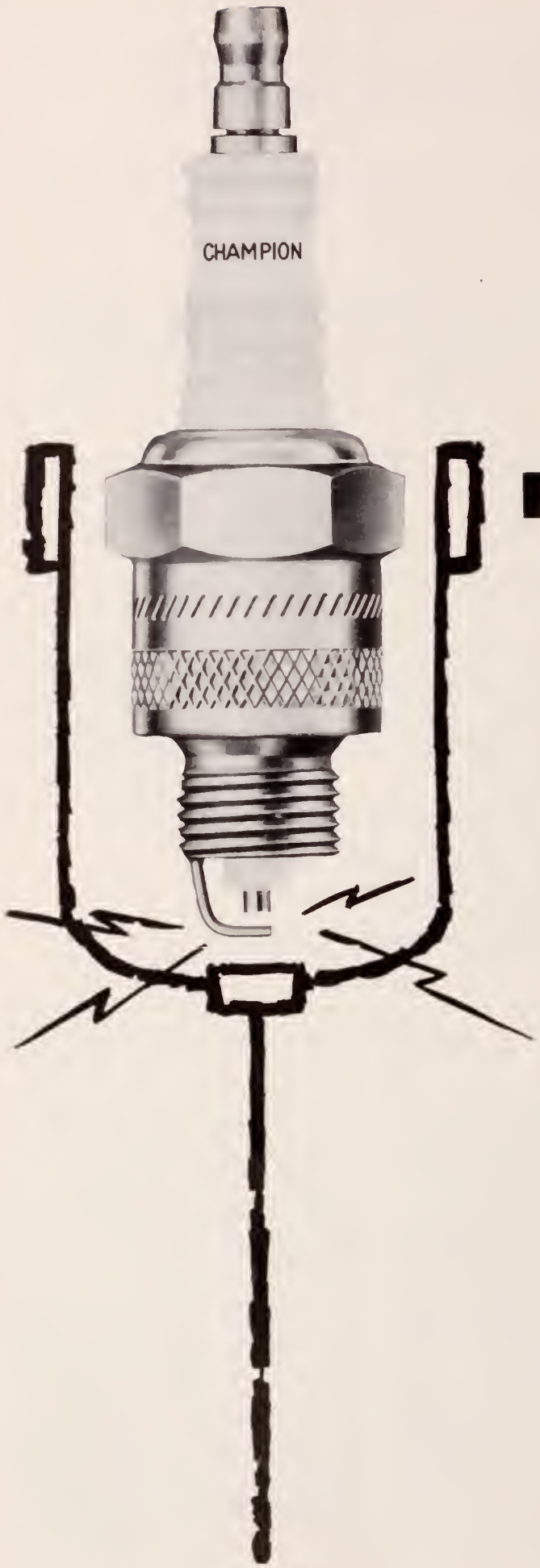
- Pulse has been charting the growth of out-of-home listening for years and reports that this audience is continually setting records. The **following is the out-of-home "plus"** that has been added to in-home summer listening:

  Summer 1959—30.5 percent.

  Summer 1958—28.3 percent.

  Summer 1957—25.7 percent.

  Summer 1951—17.3 percent.



Radio Sparks



Radio is the spark that sets off buying action for the Champion Spark Plug Company. At the peak selling seasons, when it's time to turn advertising into sales, the company takes aim at the automotive market and hits the buyer right in his car. This year it will spend in excess of $400,000 in the sound medium, advising car owners to replace their worn spark plugs with Champions.

The radio schedule consists of two flights, totaling 13 weeks for the year. Each is of six to seven weeks duration, beginning in the early spring and fall, the two peak sales periods. The spot schedule covers some 130 stations in about 40 markets across the country.

In addition, 25 percent of the radio budget is allocated to network buys on NBC and MBS. This includes Monitor news and sports on the National Broadcasting Co. and five-minute sportscasts, mostly on weekends, and news on Mutual.

Spark plug company on a $400,000 budget combines spot and network to make full use of radio



"Champion has two objectives in its overall advertising effort," explains Richard Kudner, account representative at J. Walter Thompson, Detroit, agency for the spark plug company. "The first is to build the image of the Champion product and name to the public. Our extensive magazine program, carried on throughout the year, is intended to serve this purpose. The other objective is to spur car owners to action. For this we use radio tied in with point-of-sale, and supplemented by special magazine advertising."

Champion began using spot radio three years ago, according to associate media director Warren Kruger. "During this period," he says, "the use to which the radio budget has been put has varied, in order to take full advantage of the medium's flexibility. In 1958, the company used radio for 39 weeks in about 37 markets. In 1959, the number of markets was increased to 49 and the campaign was scheduled in two flights, one in the spring and one in the fall, for a total of 17 weeks.

"The new element in our radio mix this year is the networks," says Mr. Kruger. "In addition to adapting our schedule to the sales curve, which permits us to advertise on radio when it does the most good, we have combined the flexibility of spot with the broad coverage and prestige of network radio."

Distribution Pattern

"The reasoning behind the spot-network combination is based on Champion's distribution pattern," Mr. Kruger explains. "There are actually two markets toward which the radio advertising must be geared. One is the car owners, whom we reach through the more than 40 million radio-equipped automobiles now in operation.

"The other is made up of the 350,000 outlets that sell spark plugs to motorists. These are the service station operators, car dealers and repair mechanics who stock Champion products. Our consumer advertising serves to keep the image of our product before them and to enhance its prestige in their eyes."

Robert Gorby, Champion time-buyer in the agency's New York office, explains how the radio mix works. "Spot radio alone does not seem to convey the impression to our dealers that they are being supported by a national advertising campaign. On the other hand, when we can say we are advertising on two national networks, it impresses the dealers with the knowledge that a national advertising expenditure is supporting them in their local sales effort.

"But even more important, besides the prestige that goes with a network buy, we are able to insure national coverage for the campaign. The two networks on which we advertise cover at least 95 percent of the country.

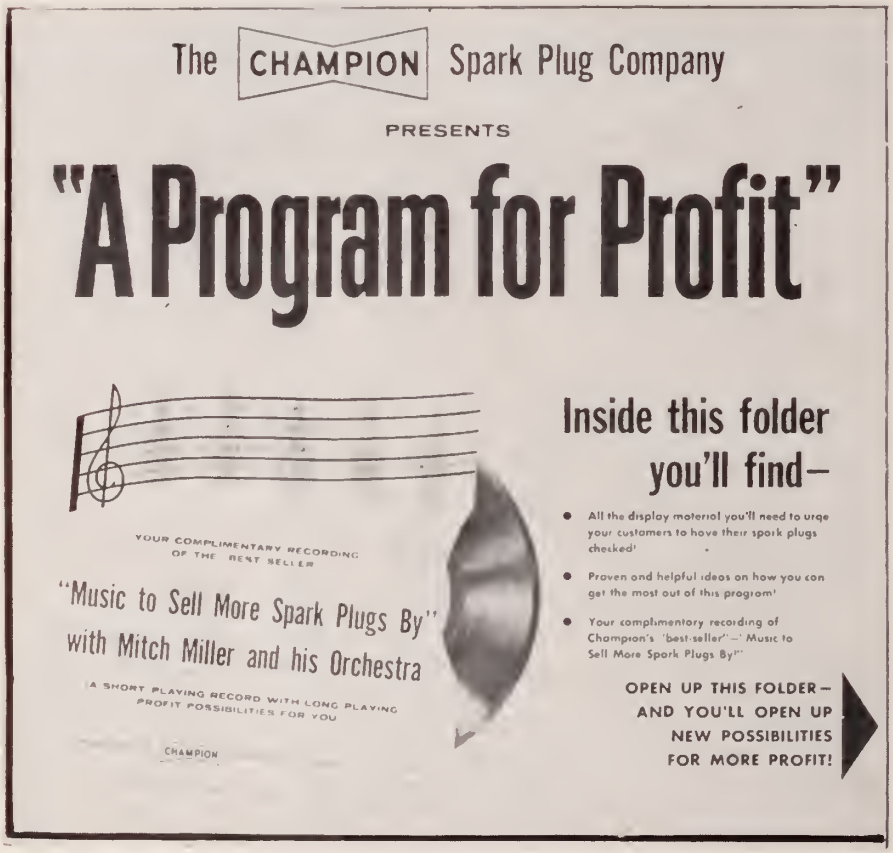
"As to the spot schedule, in addition to giving us added weight in the major markets, it provides flexibility in both time and markets. For example, we prefer most of our commercials to be aired during traffic time. Because of the time differentials and because of local options, we can't always arrange this through the networks. We can pick the time we want with a spot schedule and be assured that we will be on the air when it does us the most good.

Flexibility

"Spot also gives us the freedom to choose the station we want in any market," Mr. Gorby continues. "Our objective, of course, is to find the station which will give us our most efficient buy. In some markets we have purchased spot announcements on stations already covered by our network schedule because those stations also do the strongest local selling jobs.

"To provide greater efficiency, the company also buys some weekly package plans," Mr. Gorby adds. "The advantage of these packages," he says, "is that they reduce the cost per announcement. Among the packages bought for this year are helicopter reports in traffic times and sports capsules in a few cities."

The commercials combine music with a straight sell that emphasizes economy. "The theme of our copy," Mr. Kudner explains, "is that worn spark plugs waste gasoline. The copy itself is designed to provoke action on the part of the driver. While in his car, he is most aware of its performance. If we can persuade him to drive into a service station to have the spark plugs checked—or at least make him aware of the gas he can save by making sure that his spark plugs are in good condition—we are increasing the prospects of a sale.



SPARKING ENTHUSIASM among Champion distributors, the company sends out these kits to support national campaign. Folder contains display material which describes how to tell if a spark plug is worn. Mitch Miller record includes Champion jingle currently on-the-air.

"The radio copy is one way to tell motorists something they're not likely to read," he says. "We can tell them facts about spark plugs that are vital to continued good car performance. The 10,000 mile check commercial," he says, "is a good example of how the copy stresses economy and spark plug awareness:

> If you haven't changed your spark plugs in over 10,000 miles, the chances are you're wasting lots of gas! You see, worn spark plugs cause misfiring. This means some gas isn't even ignited. It's just wasted. Yes, worn spark plugs waste lots of gas. That's why it pays to get your plugs checked at least every 5,000 miles ... more often if you do most of your driving in traffic. So see your service man today! Get new Champions — and get every bit of performance out of every drop of gas!

Catchy Jingle

"The jingle is based on the music from *Ten Little Indians.* Though we usually use a jingle in our radio commercials, on the theory that catchy music will be remembered, we are particularly pleased by the apparent distinctiveness of the *Eight Little Spark Plugs.*

"It has prompted far more comment than any other commercial we've used. We feel it also gives us better sponsor identification. Awareness studies of our previous commercials indicated we needed more identification. The constant repetition of the Champion name in a very familiar jingle seems to have solved that problem." The jingle precedes and follows the straight copy:

> One little, two little,
> three little spark plugs
> Four little, five little,
> six little spark plugs
> Seven little, eight
> little worn out spark



AGENCY PLANNERS confer on media schedule at J. Walter Thompson, Detroit. L. to r.: Richard Kudner, account executive; Warren Kruger, associate media director, and Walter Meads, account supervisor. Timebuying is handled from agency's New York office by Robert Gorby.

plugs
Wasting gas and pow'r!
Check those, check those
worn out spark plugs
Check and change to
Champion spark plugs
Champion, Champion, Champion spark plugs
They'll save gas and
pow'r!

"As you can see, the copy in the jingle includes three basic copy points: one, a warning that you're wasting gasoline by driving with worn out spark plugs; two, an admonition to check the spark plugs in your car; three, an appeal to the economy of new Champion spark plugs," Mr. Kudner explains.

"Since the dealers play so important a role in the sale of spark plugs to motorists, the merchandising efforts that tie the national campaign to the sales efforts of the service station operator are a vital part of Champion's advertising plans. The radio strategy is an integral part of the merchandising plan," according to Mr. Kruger.

"A good share of spark plug sales are made through oil companies and their outlets," he says. "We work closely with the oil companies to reach our sales goals, and our special spring and fall promotions, backed by considerable national advertising support, help both the oil companies and ourselves to reach these goals. With radio reinforcing the impact of our point-of-purchase material, we can provide an excellent link between Champion's leadership image at the national level and the Champion spark plugs stocked and sold at the local service station level. And our national advertising helps in getting dealers to display our point-of-purchase material."

The spring merchandising kit which was sent out to dealers is called "A Program for Profit." Its purpose is stated on the folder which advises dealers that by using the kit they have the opportunity "to make extra profit simply by tying in with Champion's current, nationwide advertising campaign."

Included are posters on how to tell if a spark plug is worn and ways of approaching customers to sell new spark plugs. The kit explains how the dealers can make extra profits by checking the spark plugs of their customers. It advises them that "checking spark plugs can really open the door for increased sales. It's a real service to your customer, too. And they'll thank you for helping them keep their cars at peak performance."

The package also includes a Mitch Miller record entitled *Music to Sell More Spark Plugs By*. The recording includes one of Champion's *Eight Little Spark Plugs* commercials, as it sounds on-the-air. The commercials are working for the dealer all across the nation, it explains. "Broadcast during peak spark plug selling seasons, it will remind your customers that worn spark plugs waste lots of gas," says the record. • • •

In an effort to stimulate the flow of new national dollars into radio, John Blair & Co.'s creative and marketing services division offers prospective radio users a media plan and fresh copy ideas to create excitement

BLAIR GROUP PLAN . . .

Industry Idea

Radio's boom in local billings has proved to be both a bonanza and a burden to sellers of national spot radio. A bonanza in the sense that increasing local use of radio must mean hard-won hometown acceptance. A burden in that if local business is skyrocketing, why not national volume?

What can be done about it?

Many representatives are wrestling with the problem in an effort to correct a situation that finds national radio lagging behind other media in total gains.

An example of the very positive efforts being made by national salesmen is John Blair & Co.'s creative and marketing services division, a campaign to create more dollars for *all* radio.

The Blair Group Plan offers (1) a media proposal that is related to a company's marketing objectives and (2) a creative service which develops commercial ideas and strategy that are keyed to product characteristics and usage.

Does it work?

Needless to say, any sales effort of this nature requires time, patience and manpower. But an advertiser's willingness to listen to new ideas about radio use eventually pays off. Advertiser use of these plans represents a multi-million dollar investment, with business on the books for the first quarter of 1960 about double the amount on the books a year ago.

About 60 percent of all plans sold include national business for non-Blair stations. The non-Blair portion of a new sale usually accounts for between 10 and 20 percent of a given order.

According to Arthur McCoy, executive vice president, "Through the Blair Group Plan, we are trying to interest national advertisers who are not radio buyers into substantial uses of the medium. We offer them a media plan and a creative approach and try to stimulate their excitement for a radio campaign.

"There has been advertiser acceptance for this group buying concept, which has brought business for all radio. In fact, we encourage other representatives to embark on a similar course. There is a need for it. Efforts in this direction by other companies would widen the national sales horizon for everybody.

"We are trying to develop a national image for this group selling —or magazine-type selling, if you prefer," states Mr. McCoy. "The term we have applied to our national coverage pattern is Blaircasting—broad umbrella coverage nationally combined with local penetration."

Head of the creative and marketing services division is Clifford Barborka, vice president. In the division, are specialists in media planning, marketing, sales development and creative production.



Preparing a creative theme for a proposed radio campaign is a basic part of the Blair Group Plan. Helping tape a commercial approach at the firm's broadcasting studio in its New York offices are (l to r): Herb Oscar Anderson, radio personality; Clifford Barborka, vice president, creative and marketing services division, and Jim Richards, Blair account executive, who is lending a hand as talent. At the studio controls in the background are Wells Barnett, Blair station operations director, and Esther Rauch, member of the creative and marketing services division.

Selling

In each case, the suggested radio campaign is aimed at winning new national dollars for the industry. Prospective accounts are those that have never used radio, those that have been out of it for years or those whose present radio expenditures are minimal compared with their total advertising outlays. Each proposal is individual and moulded to meet specific advertiser needs.

"The Blair Group Plan is essentially sales development," declares Mr. Barborka. "But it goes far beyond that, too. It offers an advertiser a national spot radio buy that it can make with one order, one bill and a highly promotable campaign theme that is intended to stimulate the sales force and excite local dealers."

In the process of idea selling, the creative division has developed a lexicon all its own. Common terminology is "radio spectacular," "dramatic use of the medium," "creative radio."



Taking a semi-annual poll of effective radio commercials is part of firm's way of building a library of potent announcements that are played for new radio prospects. Tom Harrison (l), vice president and manager of Blair, Chicago, and Bob Walton (c), Blair account executive, present transistor radio as prize award to Myron Chon, vice president, Arthur Meyerhoff & Associates, agency for Doublemint gum, one of five co-winners in the most recent radio commercial poll.

One of the major points Mr. Barborka makes in all presentations is that radio should be "creatively considered instead of overly researched."

In developing ideas for prospective radio users, the Blair radio organization has at its disposal a complete broadcasting studio as part of its new (nine-month-old) home in New York. These facilities are used to create a "different" commercial approach — from jingles to limericks to straight copy delivery. It is an everyday occurrence to see members of the Blair organization assume the roles of copywriter and talent to record on tape a suggested campaign. Sometimes they also recruit professional talent. Blair stations are also called on to contribute ideas.

But Mr. Barborka is quick to point out that "We are first professional salesmen. The creative service we offer is to stimulate advertiser thinking and show that radio can be as exciting and dramatic as a tv spectacular, newspaper color, a two-page spread in a leading consumer magazine.

"Although many of our commercial and copy ideas have been accepted and used, we are amateurs in this field."

To date, the Blair Group Plan has attracted advertisers who are considered blue chip accounts as well as medium-sized and smaller firms. The list includes Mennen, Tea Council of the U.S.A., Quaker Oats' Flako division, Tanfastic, Marlboro, Philip Morris, Odorono, Dodge trucks, Scott's Cut-Rite wax paper and many others.

The structure of the plan is built around the stations Blair represents (48 stations in 35 primary markets). With this national pattern (Blaircasting), the company claims it reaches a potential of 80.4 percent of the United States.

Actual markets of critical interest to an advertiser determine the exact buy. When more than one station per city is bought or where a market is used in which Blair does not handle a station, other stations come into the buy. In every proposal additional non-Blair markets are included to suit marketing needs, while at the same time, Blair presses hard for its complete group plan.

In fact, in major markets Blair recommends more than one station, states Mr. McCoy.

"One of the chief reasons for the evolvement of the Blair Plan to its present state," Mr. Barborka explains, "is that there is a need for constructive media planning. Most agencies budget a radio buy around the most expensive station in a market. As a result, they are usually about 20 to 80 percent higher on their original estimate than what radio can actually be bought for.

"We have, therefore, tried to create a group buy concept whereby

Commercial Is Half the Battle



Arthur McCoy, executive vice president

"Experience has shown," states Arthur McCoy, executive vice president, John Blair & Co., "that successful use of the tremendous selling power of spot radio involves two factors: (1) A good commercial and (2) decisive frequency or saturation."

As part of Blair's efforts to win new national dollars for radio, the company keeps an extensive library of top radio commercials. These are used to show prospective radio users the techniques of effective commercials.

For the past three years, Mr. McCoy has released the results of a special semi-annual survey taken for Blair by Pulse, one in the winter and one in the summer. The survey includes over 1,500 consumer interviews in five major markets—New York, Chicago, Los Angeles, Philadelphia and Detroit. Only one question is asked: "Which radio commercial heard during the past week impressed you most favorably?"

"Commercials that cut through the constant barrage of advertising in these major cities have to be sharp to be remembered," states Mr. McCoy.

The results of the sixth semi-annual survey, released last month, had five commercials in the winner's circle. Commercials representing over 200 products were mentioned by consumers.

The top five, in alphabetical order, and their agencies are:

- Clark Gasoline (Tatham-Laird Inc., Chicago).
- Doublemint Gum (Arthur Meyerhoff, Chicago).
- Kaiser Foil (Young & Rubicam Inc., San Francisco).
- L&M Cigarettes (Dancer-Fitzgerald-Sample Inc., New York).
- Nescafe (William Esty Co., New York).

Mr. McCoy observes that heavy frequency dominated these campaigns.

we can realistically show agencies and advertisers to the penny what a national purchase amounts to. In the media plan, we detail the markets to be used, the frequency and the time periods in which the various announcements will be heard. On a schedule sheet, we show exactly what length announcement will be aired and at what specific time on each station.

"The other half of our effort—the creative services—offers, in addition to proposed copy ideas and commercial techniques, help to an advertiser who wants to merchandise the campaign to get his dealers enthused."

'It's Tanfastic'

An example of a recent Blair Group Plan success story was the introduction of Rolley Co.'s Tanfastic suntan lotion last year. A year ago, a plan was developed to use minutes and station breaks from 3 to 9 p.m. towards the end of the week in 26 markets (17 Blair, nine non-Blair).

The objective of the campaign was to reach high school and college students and young marrieds. The commercial consisted of these spoken words: Time it! It's Tanfastic. For the world's fastest natural tan."

The results? Byron Mayo, vice president, Foote, Cone & Belding Inc., San Francisco, agency for Tanfastic, states:

"In its first year on the market, Tanfastic gained third place in the national market. 1959 was a tremendous success story in itself, but already sales are running ahead of last year."

Renewal Increase

The account has renewed for 1960, with a 150 percent increase in the budget. It is doubling the frequency and is incorporating the ID length in its campaign, along with 60's. The markets have been increased to 62 (34 Blair, 28 non-Blair).

In trying to create excitement over the use of radio, the creative and marketing services division helps an advertiser develop sales force enthusiasm after making the radio buy.

One idea that is used is what Mr. Barborka calls a "taped closed-circuit" broadcast. "We provide each station in the campaign with a copy of a tape that includes the basic details on the campaign, the copy theme, why the advertiser is undertaking the radio push and any instructions explaining the kickoff of the drive. We also include the sales manager, the advertising manager or the agency account executive who attempts to further enlist the support of the local sales team.

"Each station is expected to play the tape simultaneously, with local representatives of the company present in order to have the effect of a live closed-circuit meeting."

In selling the multi-faceted Blair Plan, both agency and advertiser hear the presentation, although perhaps not at the same time. Mr. Barborka has scrapped the widely used flip card or visual slide forms of presentation in favor of a straight delivery that "tries to draw a picture" of the proposed radio campaign. He also uses tapes of commercials and programming from the Blair library.

The basic idea of group creative selling has been a part of the Blair organization for many years.

However, it was not until a year and a half ago that all Blair offices started to pioneer in this type of selling. Mr. McCoy states that the plan as it exists today really developed full grown about six months ago.



Working on a media plan for a new radio user are (l to r): Ed Whitley, Blair account executive; Mr. Barborka, and Miss Rauch. Markets, frequency and time periods must be selected.

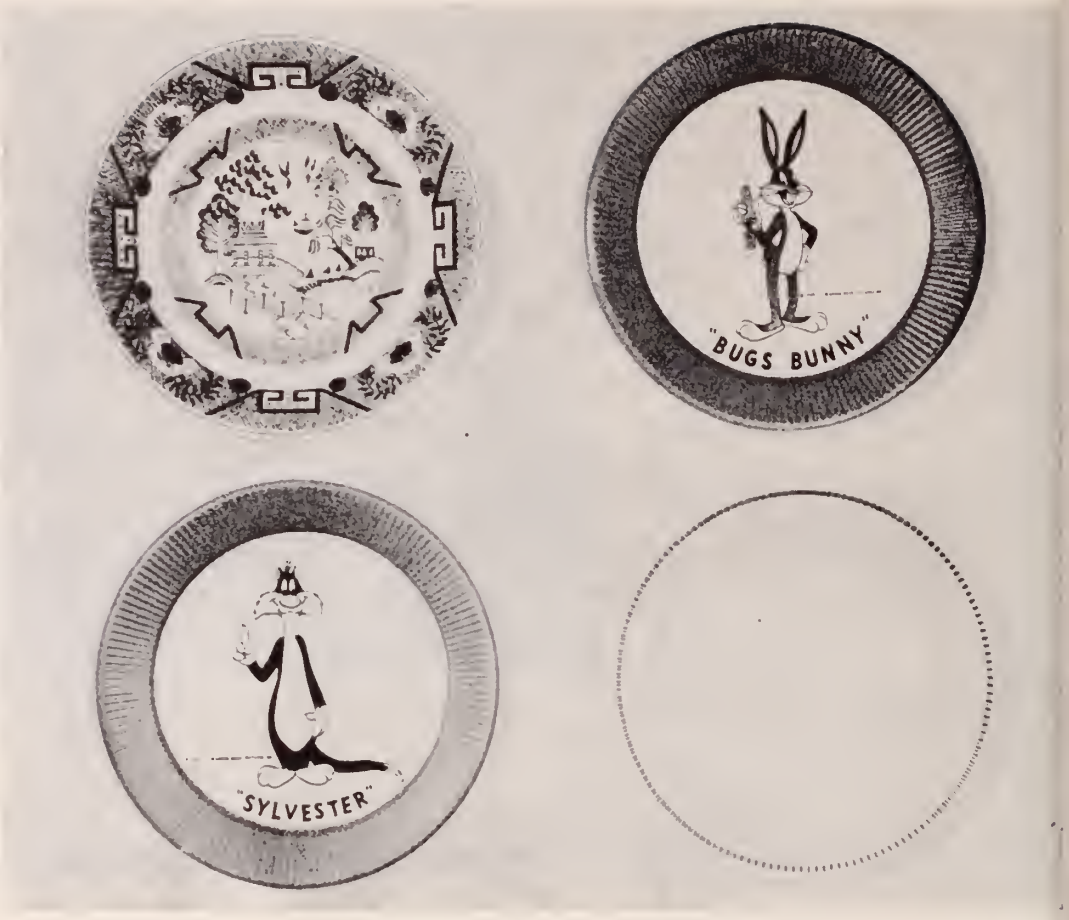
Selecting Advertisers

In selecting prospective advertisers to go after, Mr. McCoy states that "we first go after the blue-chip account in each category because we generally can handle only one product in each classification.

"The record speaks for itself. Every advertiser who has bought a plan has renewed with the exception of one, Marlboro."

Mr. Barborka last summer moved to New York from Chicago where he was vice president in charge of that office. Upon his move to New York, Blair expanded the sales development function into the creative and marketing services division.

In looking ahead to future use of radio, Mr. Barborka feels strongly that "Advertisers are ripe for creative ideas on radio strategy. We find that as we expose companies to imaginative uses of the medium they begin to match up radio with their marketing needs." • • •



How To Brand A

Fonda Container Corp. uses hard-hitting campaigns to establish brand identification

Ever since her family made a beeline for the barbecue pit, mother has been looking for ways to cut down on kitchen work so she can join in the family fun. One of her biggest boons was the paper plate. It ended the after-dinner drudgery of dish washing, and freed her from the kitchen sink.

You might think that the lady of the house would know the name of a friend so good as her paper plate. But when the Standard Packaging Corp. surveyed the field for its Fonda Container Division last year, it discovered that the housewives interviewed were not completely familiar with the brand names of the paper plates they bought.

As a result, Smith, Hagel & Knud-

CONCENTRATED SUMMER SELLING

58 stations

42 markets

12 days

35% of total budget in radio

Paper Plate

sen Inc., New York, agency for Standard Packaging and all its divisions, undertook a campaign to encourage the housewife to buy the Fonda name. One of the big parts in building the brand name is being played by radio.

For a total of 12 days of radio advertising, Fonda will invest about 35 percent of its total advertising budget. The schedule calls for three-day-a-week flights during the two weeks before Memorial Day and the two weeks before the Fourth of July.

To spread the Fonda name, 58 stations in 42 markets across the country will be used. Frequencies will vary with the city. About 12 to 15 minute announcements a week have been scheduled in the single station markets. In the largest cities, time has been bought on several stations so that the frequency increases to 40 spots a week in New York and to as much as 60 a week in Los Angeles.

Advertising Strategy

"Our advertising strategy depends on our distribution, our sales curve and our budget," says Edward Van Horn, vice president at the agency. "This is the first year that Fonda is using spot radio. Last year, when radio was used for the first time, we were on a network schedule. Since Fonda's distribution pattern does not fit the coverage of the network, however, we decided this year to support with spot buys the markets in which our distribution is strongest.

"We chose the 50 top markets for retail food sales, compared this to the distribution of our paper plates and cups, and selected our radio markets with these two factors as a basis."

As for the sales curve, Mr. Van Horn points out that about 65 to 70 percent of Fonda sales are made between Memorial Day and Labor Day. "All our advertising, which includes consumer magazines, is done during the summer," he says. "The radio campaign is designed to give a boost to the sales curve as it begins to go up for the summer. The Fonda radio schedule begins just as the

housewife starts to think of paper plates for the Memorial Day weekend. After a three-week separation between flights, we are again going into radio to make a second strong impression on the buying public. We hope that the impact at the beginning of our strong selling season will carry the name in the housewive's mind through the summer."

Fonda advertising is aimed at the housewife, says Eric Ainsworth, Smith, Hagel & Knudsen's media director. The best time to reach her is when she is thinking about her shopping list, he says. "For this reason the schedule is concentrated on Wednesday, Thursday and Friday. Thursday and Friday are the big shopping days of the week, while the Wednesday schedule allows us to implant the Fonda name in the mind of the housewife when she is beginning to plan her shopping list.

"The announcements are scheduled between 9 a.m. and 1 p.m. on the assumption that this is housework time," Mr. Ainsworth explains. "In summer, during the fine weather, the lady of the house tries to finish her household duties as soon as possible in order to be outside in the afternoon. Therefore, as many spots as possible are on-the-air during the morning period.

Selecting Stations

"In selecting the stations, we have relied on the station's popularity rather than on any specific programming format. We have bought some popular music stations, some housewife shows and some better music stations, on the assumption that the



IMAGE BUILDING campaign gets check from agency executives at Smith, Hagel & Knudsen, New York. L. to r.: copy chief Ed Mandell, v.p. Ed Van Horn and media director Eric Ainsworth. Media plans are designed to give a boost to Fonda's sales curve at the beginning of peak summer selling season.

local stations are in the best position to determine what their listeners want to hear."

Mr. Van Horn points out that there are three considerations that were made in choosing the stations. First, the housewife listening figures. Second, the availabilities that presented themselves when it came time to buy. Third, the merchandising support offered by the stations. "For Fonda's purposes, a company with a small sales force and no detail men covering the outlets, the help a station could offer in setting up Fonda displays and sparking enthusiasm among distributors was an important consideration," he says.

Mr. Van Horn knows that the marketing strategy is necessary to the successful exploitation of a product. "In addition," he points out, "the creativity of the advertising approach is an essential ingredient in the campaign. Especially for a product that does not hold an inherent attraction for the consumer, the sales message must have the added inspiration that will move the listener to action."

Team Effort

For this reason, the combined efforts of the company, the agency and a musical production firm went into the creation of the commercial. The result is a musical jingle and copy produced by the Music Makers Inc. and Edward Mandell, copy chief at the agency.

"This is a product which should evoke a happy, lively response in listeners," says Mr. Mandell. "Cookouts and barbecues are fun. We wanted the spirit of fun to spill over into the commercial message.

"Our first consideration was, in line with the overall advertising objectives, to build the Fonda name. Our copy points and the name are blended into both the jingle and the announcement, each of which takes up 30 seconds of the transcription.

"We have stressed five selling points for the Fonda plates. One, there is no dishwashing. Two, they are strong and so won't buckle when an abundance of food is placed on them. Three, they will not absorb water. Four, there is no paper taste because of the plastic coating. Five, the attractive patterns add to the festivities."

Jingle and Copy

An example of both the jingle and the straight copy of one current commercial shows how each of the points are covered:

Jingle: Fun time is time for Fonda
Fonda paper plates and cups
Plastic coated, stronger, too
Great for party, picnic or barbecue:
More attractive, more convenient
Fonda paper plates and cups

Anncr: Fonda believes a picnic is to have fun! But washing dishes is no picnic. So start every outdoor menu with Fonda —— F-O-N-D-A... Fonda plastic-coated paper plates serve everything. Even hot sauces won't absorb or soak through Fonda's plastic coating — and there's no paper taste. In fact, Fonda is the paper plate that doesn't know it's paper! Comes in lovely dinnerware patterns — such as classic "Blue Willow" and smart "Monogram." So, put Fonda plastic-coated paper plates on your shopping list.

Jingle: Fun time is time for Fonda
Fonda paper plates and cups.

"The production gives the feel of fun to the Fonda name," says Mitch Lee, creative director and president of the Music Makers. "We wanted a jingle that would evoke a happy, light reaction among listeners. In establishing this relation between Fonda and fun, we tried to create a complete design of emotional experience. What we were aiming for is what we call emotional memorability, as opposed to intellectual memorability. Rather than remembering the words of the jingle, we want the listener to think of a good time, or experience a happy feeling when he hears the name Fonda."

The jingle is based on a cha-cha-cha rhythm, according to Mr. Lee. "This is a popular dance form which, with the Latin instruments in the orchestra, adds to the festive spirit. When the announcer is heard, the flute solo underneath is played to a double cha-cha-cha beat. This, we feel, adds excitement to the commercial message in line with the theme of fun."

"The singer, Darlene Zito, was chosen because of her particular abilities to convey what was wanted. There are two qualities that were particularly helpful. First is the ability to enunciate clearly. This is always a necessary requisite for an advertising message and is even more important when one of the big tasks is to impress the brand name on the audience.

"Secondly is her ability to feel the part. The emotional impact that she puts into the message is, I believe, the virtue of an outstanding salesman. She, like the copy, is selling an emotional experience as well as a paper plate."

Campaign Formula

By combining marketing common sense with a fresh creative effort, the agency has developed a campaign that it hopes will build Fonda's brand image. The strategy includes:

- summer advertising when most Fonda sales are made
- radio advertising at the beginning of peak selling time
- radio markets based on retail food sales figures
- announcements scheduled on big shopping days
- creative approach combining music, hard sell and a light touch • • •



Commercials Going

SCENE: An office. The desk near the window is cluttered with papers, manuscripts, a coffee mug full of pencils and an oversized ash tray filled to the top with cigarette butts. Seated behind the desk is a harried young man. He leans back and stares at the piece of yellow copy paper in his typewriter.

HE: Let's see. Maybe we can use a switch on the "who was that lady" bit. It's been around so long it might even sound like a fresh approach. Hmmm, that reminds me.

(Picks up the telephone and dials an inter-office number.)

HE: Charley? Pete. Say, how you doing with the original music? I just came up with an idea for the opening number that might have some possibilities. Look, why don't you come over to my . . .

The above scene could have taken place in connection with the creation of a Broadway show, a new night club act, a tv show or almost any other branch of show business. But, in this case, it was taking place in an advertising agency copy department, and a new series of radio commercials was the "show business vehicle" being put together.

In proportions that are by now impressive enough to be considered more than just a trend, radio commercials are being aired every day that contain material that would do justice to any comic, singer or pop band. A study of how and why show business and entertainment are currently wearing gray flannel business suits brings out some interesting facts.

A clue to why radio commercials are undergoing major changes can be found in the remarks made by Richard J. Mercer, vice president and a radio and tv copy head at BBDO Inc., New York, at a recent advertising clinic conducted by the Radio Advertising Bureau.

Mr. Mercer said that "American taste in advertising art has grown up. American taste in advertising copy has certainly become more sophisticated. Because a group of advertising men got together and said let's all raise America's taste? Not at all. Simply because with so much advertising being broadcast, and telecast, and printed, and painted, and mailed, and sky-written and theatre-screened at the public every waking minute, competition for adult attention is tougher than it has ever been in history. Advertising has had to improve to get noticed. You can no longer get adults to waste their time. You must give them something worthwhile in return for their attention."

High Priority

Expanding on the points made in his speech, Mr. Mercer says that while specific devices, such as humor, might be in and out of favor at various times, commercials will continue to reflect the higher priority that people put on their listening time. "I doubt," he says, "if we will ever return to the days when two announcers shout at each other."

As an example of radio announcements that have a high degree of interest and entertainment built into them, Mr. Mercer points to the series BBDO has produced for the New York Times. Using the campaign's theme of, "The New York Times. It's much more interesting . . . and you will be too!" as the springboard,

Widespread use of humor, music and other entertainment techniques indicates trend in radio messages

Show 'Biz'

the 60-second spots are made up of copy prepared for and read by "interesting and well-known personalities." Some of the people already heard include Carl Sandburg, Julie Harris, Gertrude Berg and others. Here is one done by Andy Griffith:

> I'm happy and honored to have this opportunity to speak to you fine folks today about The New York Times. I mean boy this is a real newspaper and on a par with my hometown paper, the Mount Airy, North Carolina Times. To look at The New York Times is so satisfying. Them pretty headlines. And all that handsome punctuation that the boys worked so hard to learn. I tell you The Times can do more with a semicolon than any other paper I know. And when you see a man studying The Times you know he's doing something good for hisself. Boy, I'm telling you this Times is a real stomper. Now let me wind up by pointing out what I think is the clinching argument in favor of this paper. The Times is published--would you believe it? seven days a week. Read The New York Times, friends. It's much more interesting. And if you can't read, git it anyhow. It'll make you look important.

Variety of Approaches

One of the most active advocates of entertainment in commercials is the D'Arcy Advertising Co., St. Louis. The agency's treatment of announcements for three of its clients demonstrates the variety of approaches that can be taken.

"The younger generation today," a spokesman for the agency says, "probably has committed more radio commercials to memory than nursery rhymes because the theme music of advertisers' jingles has become a part of the pattern of daily living.

"No one would have believed a few years ago that advertising mes-

sages would win such great popularity, but their creators have since added a new ingredient to their campaign—entertainment. Not only do they create a mood to hold the listener, but entertain them while a low pressure selling message is aired."

One of the most successful music and jingle campaigns is the one developed for Anheuser-Busch's Budweiser Beer. Created by Bob Johnson, vice president and creative radio-television director of D'Arcy, the "where there's life . . ." commercials have won wide acceptance. Currently, there are nearly 90 radio versions of the campaign, including variations for Glenn Miller fans, Dixieland enthusiasts, country folks, and waltz devotees.

As an indication of the wide acceptance of the spots, the agency reports that "The theme music has been recorded as a 'pop' tune by several artists. And now RCA Victor has built a stereo LP album around the song from the Budweiser radio commercials." Proof of the caliber of the performers used on these transcriptions can be found in the fact that the RCA album was made by 15 musicians and five singers who have appeared on the beer spots.

The agency believes that its staff has ". . . succeeded in making the radio campaign enjoyable through the use of good music with good lyrics sung by good singers. They also have succeeded in translating into sound the prestige and quality of the product."

A different approach to entertainment radio spots is found in the campaign D'Arcy has prepared for the Milnot Co., Litchfield, Ill., maker of a canned milk product marketed in Illinois, Indiana, Missouri and Oklahoma.

The commercials employ a technique familiar to the ear, the agency states, although the usual "voice over music" is replaced with "voice over voice, with the voice in the background providing a somewhat unusual but musical pattern."

Allan E. Clark, D'Arcy vice president and copy director, got the idea for the campaign from the simultaneous translation technique used at the United Nations. "There are four versions," Mr. Clark explains, "French, German, Italian and Spanish, in which people from abroad tell about their discovery of Milnot and its uses, and express their regret that the product is not available in their countries."

Here is part of 60-second Milnot commercial in French:

MADAME: Merci bien. Je suis contente que les Americains aient tante de compliment pour la cuisine francaise.

ANNCR: Madame DuVaal has said that Americans are so complimentary about French cooking.

MADAME: Aussi bien qu'elle est, la cuisine francaise je suie sur qu'elle serait encore mieux avec Milnot.

ANNCR: But good as French cooking is, I'm sure it it could be even better with Milnot.

Some of the happiest blends of comedy and music appear in the material prepared by Stan Freberg for various D'Arcy campaigns for Butter-Nut coffee. Mr. Freberg was brought into the situation early in 1958, when the coffee company was getting ready to market its Instant Butter-Nut.

"The other major brands of instant coffee already had achieved saturation," the agency says, "and consumer brand preference was pretty well established. . . . Something was needed to create an instant awareness of Instant Butter-Nut. . . . Freberg suggested that the advertiser lead from weakness . . . make a big point of being late, and then tell everyone about this new type of instant coffee. He created a series of 60-second commercials, including the 'Magic Crystal' spot which dramatized the immediate solubility of Instant Butter-Nut.

"The six-spot introductory campaign for the Midwest . . . created an instant awareness . . . After six weeks on the air, the product had achieved 85 percent distribution in key markets of the firm's 13-state sales area, and an eight percent share of the market."

Show Business Techniques

The commercials were not only entertaining, it was pointed out, but employed many show business techniques as well. "Soon everyone was singing 'Five Years Isn't Exactly Instant, but That's How Long it Took to Make Instant Butter-Nut.' It was a long title, but apparently one listener remembered."

When Butter-Nut moved into the Southern California market, Freberg again was called upon to spark sales. To fulfill his assignment, he created his by now famed musical comedy about Omaha—"Omaha With the Original Cast." It was beamed to midwesterners in Southern California. It was also what is considered to be the longest commercial ever aired—six-and-one-half minutes. Success of the approach was spelled out in sales, which showed that after the radio campaign Butter-Nut's share of the market increased from 2.6 to five percent.

The D'Arcy people feel that "There is little question that the use of entertainment and show business techniques . . . helped Butter-Nut turn negatives to positives in launching their instant coffee."

Humor is also being put to effective use by Young and Rubicam Inc. in Chicago for the Borden Co.'s Chicago Milk Division. "The problem

". . . Competition for adult attention is tougher than it has ever been in history. You must give (adults) something worthwhile in return for their attention."

BBDO Inc.
New York

we faced," says Karl Vollmer, vice president and Chicago manager, Y&R, "was to attract a larger market for Borden's vegetable salad cottage cheese. Although the product is a good one, there are many similar products available. We wanted to come up with a different approach for our radio campaign which, naturally, was aimed primarily at women. Tom Rogers of our copy department came up with a somewhat offbeat humorous approach. The idea was encouraged by A. C. Fisher, Borden's advertising manager.

"Our initial effort," Mr. Vollmer continues, "consisted of three spots for the vegetable salad cottage cheese. After several weeks, Mr. Fischer informed us that the results were good and that he wanted additional spots of this type featuring other Borden products. This series seems to indicate that perhaps the approach to messages to women has been more somber than necessary. Apparently the housewife enjoys a laugh as much as anyone else."

This is one of the spots used for Borden:

SFX: KNOCKING ON DOOR, SINGING VERY, VERY FAINT IN B.G.
MAN: Marylou...?
SFX: DOOR OPENS. SINGING CONTINUES, DETAILS STILL INDISTINGUISHABLE.
MAN: Marylou, it's four a.m.!
GIRL: Yes, dad?
MAN: What about that fellow out on the lawn?
GIRL: He's serenading me.
MAN: With a piano?
GIRL: He can't play guitar. (A sales message for Borden's sour cream dip is then inserted using the same humorous approach. The spot ends as follows:)
MAN: Who is that idiot?
GIRL: His daddy owns the supermarket.
MAN: Owns?
GIRL: Uh huh. The whole chain, in fact.
MAN: Ask him to come in. It's cold out there.

Another Y & R client who has had considerable success with entertainment in radio commercials is American Bakeries for its Taystee and Cook Book breads. In discussing the campaign at an RAB advertising clinic, Robert Llewellyn, advertising manager of American Bakeries, stated that the decision was made to produce commercials ". . . that are in themselves entertainment.

"We commissioned six 'hit tunes' with the name of the product woven in. One was a waltz, one the blues, one a cha-cha-cha and so on. A 17-piece orchestra was used for some of the recordings . . . The songs were so popular that they were made into an album which was given to key grocers and interested listeners . . . In St. Louis alone, more than 1,000 albums were given out in response to phone calls and letters thanking either American Bakeries or the station for putting on such entertaining commercials."

Discussing its approach to entertainment in radio announcements, Guild, Bascom and Bonfigli, San Francisco, says "If a product story is exciting all by itself, you don't want to obscure that story . . . On the other hand, when you have nothing startling to say about your product, the listener's attention must be attracted and held by telling the product story in an entertaining fashion.

". . . (Advertisers) have added a new ingredient to their campaign—entertainment. Not only do they create a mood to hold the listener, but entertain them while a low pressure selling message is being aired."

D'Arcy Advertising Co.
St. Louis, Mo.

Stir Up Interest

"We faced the latter situation in making a radio spot for Ry-Krisp crackers," the agency spokesman said. "We chose to stir up interest by means of a musical spot because our Ry-Krisp product story was simple and fit well into lyrics. The agency looked for a singing group to perform the jingle. What we looked for, mainly, was entertainment value. Our eventual choice was the Kingston Trio."

Two reasons were given for the choice of the singing group. One, the fact that the trio had started to build a big name in show business. It was felt that when the spot opened with, "Here's the Kingston Trio," that it would immediately attract attention. Second, "a group like the Kingston Trio has such strong entertainment value that the listener's attention is held throughout the spot. It's never enough to merely catch the ear of the listener; you've got to hang onto it or the whole point of the commercial—selling the product—is lost."

One of the oldest campaigns making use of show business personalities and parodies of popular songs is the Rheingold Beer commercials prepared by its agency, Foote, Cone and Belding, New York.

Radio and television supervisor Thomas McDonald, says that the agency launched the campaign in 1951, using Les Paul and Mary Ford with new lyrics to their hit recording of "How High the Moon." Since then, performers such as Nat 'King' Cole, Louis Armstrong, Ella Fitzgerald, Guy Lombardo and Rosemary Clooney have been heard on Rheingold spot announcements. "Usually, we get the rights to well-known standard songs such as 'I Want A Girl,' 'Whispering,' 'Why' and 'Wunderbar.'

"In selecting the performers," Mr. McDonald continues, "we look for stars who have a strong following, but just as important, who also have a distinctive style that is easily recognized. We feel that this combination of well-known talent doing parodies of well-established, pre-sold songs, makes for a very successful Rheingold commercial."

Whether or not the approach is off-beat humor, parodies of hit songs, interesting dramatizations or original music, there is every indication that radio commercials are more and more becoming a blend of Broadway and Madison Avenue. • • •



Le Mail pull Hot



65,429 entries in WSB Radio birthday car contest!

How far will a 1960 Renault Dauphine go on a gallon of gas? As a fun-feature of WSB Radio's 38th Birthday celebration in March, listeners were invited to send in their guess — nearest accurate to get the Renault! Contest was in cooperation with Joy Motor Company, Atlanta; test run supervised by the Georgia Motor Club, AAA affiliate.

The 3-week radio promotion produced a record pull of over 65,000 entries. This performance leads to the natural observation: How far can you go on radio? Far, friend, far! . . . *when you're on WSB Radio in Atlanta!*

WSB Radio

The Voice of the South / Atlanta

Represented by

Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

question and answers



THE QUESTION:

How Can the Sight Draft System Save Effort and Money for National Clients?

WILLIAM L. WERNICKE, VICE PRESIDENT, RADIO-TV, GEYER, MOREY, MADDEN & BALLARD INC., NEW YORK:

During our three years of experience with the bank sight draft system developed by William Carmody, our agency's secretary and assistant treasurer, we have found it remarkably effective.

As a substitute for the usual standard payment procedure, the sight draft can save an agency considerable effort and money. And it is accurate.

During all of 1959, when Sinclair Refining Co. spent about $1.5 million in spot radio on about 450 stations, the number of errors was extremely negligible. After the first six months of that year, only $38 could not be validated.



"Remarkably effective"

Under existing circumstances, the use of the sight draft is best applied to buys of 52-week or 26-week durations because of the educational effort involved in first explaining the use of the draft to stations. However, if this system were in constant use by the industry, then it could be used for even short-term campaigns.

It can also be used to handle many products from the same company. A separate draft could be made out for each product.

We have handled monthly sight draft bills of as little as $30 a month and as large as $4,000 a month. So you see the system can be extremely flexible.

The one thing that is needed to make the system work for any agency is cooperation from the client. He has to understand the savings involved in the use of the sight draft.

WILLIAM G. CARMODY, SECRETARY AND ASSISTANT TREASURER, GMM&B:

The sight draft system is a great saver of effort and money. In handling the expenditures of Sinclair's largest outlays for spot radio, one clerk could control the paper work and perform other jobs as well. (See *Sinclair Trims Spot Paper Work*, April 1959.)

Under the standard payment procedure, four people would be needed to take care of the paper work.

Essentially, the sight draft works very simply and has been used in other industries for years. In the case of radio, the station executive makes out a sight draft for his station at the end of each month in accordance with the contract. He signs it and takes it to his local bank. The bank credits the money to the station account and sends the draft through normal bank clearinghouse channels until it reaches our bank, the First National City Bank in New York.



"Great saver of effort and money"

The bank sends a messenger once a day with the drafts received and he waits while we fill out a check for the total amount for that day.

In this way, we write about 15 checks a month, instead of 450 checks for the stations in Sinclair's previous line-up.

The two advantages are obvious. The stations get paid immediately. And the agency has the whole month to check the affidavit of performance (tucked inside each sight draft envelope) with the station contract. Cash discounts to the client are automatic because of the prompt payment.

Under the standard billing set-up, some agencies are known to fall three or four months behind in payment.

If there is a billing mistake, stations are authorized to schedule the make-goods within the framework of the contract. We believe there is nothing more wasteful than lengthy correspondence over a make-good that may involve only a few dollars.

Applying the sight draft to spot radio buying occurred to me from my earlier experience in the 1930's with the Sinclair company itself. At that time, we employed the sight draft with great effect for exchange of foreign currency. • • •

focus on radio

A Quick Glance At People, Places
And Events Around Radio-Land



AIR FORCE interview is carried on by newsman Bruce Neal of KXOL Fort Worth with Maj. Harold Confer. The station recently aired a total of 26 out-of-state news reports during the period a B-58 from Carswell Air Force Base was missing. (Official U. S. Air Force photo)



TEAMWORK FOR underprivileged children is shown by "Texas" Glover of All-American Redheads and "Scooter" Seagraves of KAKC Tulsa team. They both played in double-header benefit.



OUT OF THE PAST came old models when WKZO Kalamazoo ran an "old radio" contest as part of radio month celebration. Examining a few of the sets sent in are (back) Eydie Keiley, record librarian (holding new transistor), Chief Engineer Art Covell and (front) deejays Lee Dersham (l.) and Jim Beasley, "operating" old set.



REACHING FOR the high notes makes Skippy, age 3, winner of the singing dog contest conducted by WINS New York. His mistress, Mrs. Stella Guiliano, helps him to win a year's supply of Hunt Club Burgerbits. She won motion picture camera on table.



STAR OF LUNCHEON hosted by KQV Pittsburgh and Adam Young Inc. is Pie Trainor, baseball great, shown exhibiting his predictions for this year's final standings. Al Schacht's, New York, was setting for affair attended by 30 baseball-minded media people.



WARY PERHAPS, but anxious to please is John Stewart of KDKA Pittsburgh, shown feeding bread to appreciative rhinoceros. Mr. Stewart hosts station's Zoo's *Who* sumer series, directly from Highland Park Zoo grounds.



DEEJAYS AT WORK: Member of KFWB Hollywood staff dons overalls to work on billboard poster. Eight station personalities competed in KFWB-Foster & Kleiser promotion. Listeners voted on posters, seen at billboard locations. Winners got Hawaiian trip.

"WOTS OF WIBBAGE WABBITS" were sent in by youngsters wanting an Easter corsage for their Moms. WIBG Philadelphia offered 35 bouquets for best drawings and had to choose from 1,100 entries. Secretary Marguerite Capriotti stands with sample entries.



SOME 92,000 persons attended the San Antonio Home Show, from which KENS San Antonio broadcast daily. Booth set up by the station was visited by hundreds of women wanting to register clubs and groups for station's current Community Club Award campaign.





The media analysis team of Brooke, Smith, French & Dorrance, Inc. in a "do not disturb," "right-through-lunch" emergency session. L. James Schneider, Vice President and Account Executive; George Johnston, Vice President and Director of Media; John S. Pingel, Executive Vice President; Hal E. Rumble, Vice President and Manager of Media Department; Charles V. Hicks, Vice President and Creative Supervisor.

DOUBLE OR NOTHING

This decision calls for *competent* media information

Situation: . . . sudden change in client plans.

Requirement: *more* space per ad; *more* time per commercial...*with the same budget!*

Need: . . . . . immediate access to capsuled reviews of the relative virtues of the media that had been painstakingly worked into the schedule before the change-order came through...and of others that may *now* be considered.

Solution: . . . . check SRDS media listings, market data and whatever good, pertinent information can be found in files, desk drawers and—*they hope*—in your Service-Ads in SRDS.

Question: . . . all of *your selling actions* have made their impressions on some or all of these decision makers—so have your competitors'—but right now, how well are you serving *their buying actions?*

Opportunity: with ***competent*** strategically positioned Service-Ads in SRDS

YOU ARE THERE selling by helping people buy

SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

C. Laury Botthof, *President and Publisher*

5201 OLD ORCHARD RD., SKOKIE, ILL., ORCHARD 5-8500

SALES OFFICES—SKOKIE, NEW YORK, ATLANTA, LOS ANGELES

U. S. RADIO

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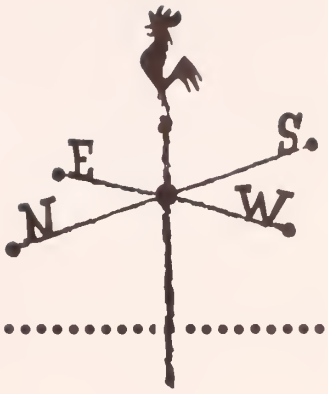
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Radio Month Spurs Local Station Activity

Scope and range of on-and-off-air activities demonstrates radio's participation in community life



WISN Milwaukee made a "tie-in" with National Radio Month by presenting special Radio Month ties to media executives. Station representative (l.) assists a local ad agency vice president.

"Radio is growing faster than the population itself." The above statement was made in a special report issued by United Press International in connection with last month's observance of National Radio Month. Basing the report on material found in the kit prepared by the National Association of Broadcasters, the UPI cited some interesting statistics to support the opening remark:

"Ten years ago, there were 85 million radio sets in the United States. . . Now there are more than 155 million—an increase of 80 percent.

"In 1950, there were 56 sets in use for every 100 Americans.

"There are 60 million homes equipped with one or more radios. . . In 1950, there were only 41 million. Out of every 100 households, 96 have radios. . . ."

One of the major reasons for the growth of the sound medium, of course, has been the individual efforts of thousands of stations

throughout the country. Time and time again, local radio has proved its ability to be an important element in the civic, cultural and commercial mainstream of the community it serves. Recognition of radio's role was found in a telegram sent by President Eisenhower to John F. Meagher, NAB's vice president for radio.

In his telegram Mr. Eisenhower said:

"During National Radio Month, I am delighted to send my congratulations to the radio broadcasters of America on their 40 years of service to the national community. I understand there are now more than 4,000 radio stations active throughout the country. Over these stations, our people can hear reports of significance on both local and national issues. By helping us to keep well informed, radio helps to keep America strong and free. . . ."

From all indications, the third annual observance of Radio Month was actively supported by almost all of the radio members of NAB. According to the association, the results of a questionnaire sent to station members indicates that "98.8 percent scheduled NAB spot promotional announcement copy, and they estimated that the spots would be aired an average of 56.5 times per station each week of the campaign.

The Radio Advertising Bureau supplied its members with a complete kit of promotional material. RAB also developed eight new jingles to support its theme, "You Get More Out of Life with Radio."

Wide Variety

Local stations developed a wide variety of projects to promote the sound medium both on-and-off-the-air. Here are reports from some of these stations:

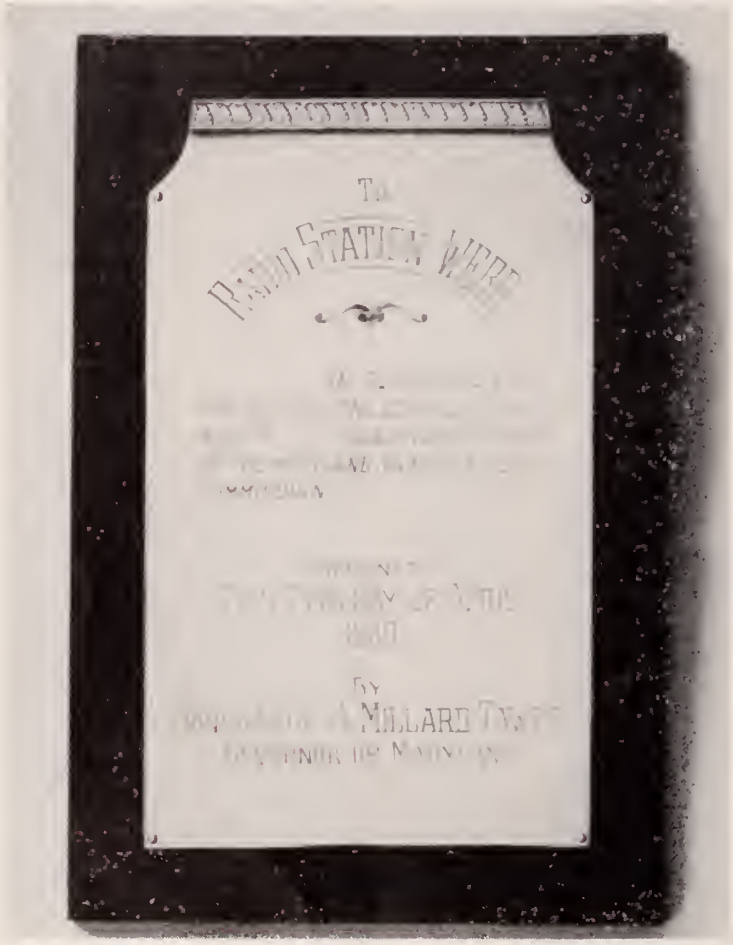
In several states and communities, stations joined together for cooperative promotions. A statewide celebration in Kansas was kicked off with a proclamation by Gov. George Docking. Taped versions of the statement were broadcast by WIBW and WIBW-TV Topeka. The radio station aired beeper-phone interviews with mayors and Chamber of Commerce presidents from towns in the area, based on the NAB theme, "Radio . . . The Heart Beat of Main Street." It is also broadcast recorded statements about radio from farm leaders, sport personalities and broadcasters throughout the state.

Three stations in Bellingham, Wash., KVOS, KENY and KPUG, jointly sponsored a direct mail effort which was sent to local business firms throughout Northeast Washington, to Seattle and Portland brokerage houses and distributors, and to advertising agencies throughout the country.

Taking what was described as ". . . a spot approach to print," the stations ran a total of 30 almost identical two-inch ads in the local newspaper calling attention to the month-long promotion. In addition, the stations report that they shared and rotated spots and station breaks throughout the month of May. They also cooperated on civic ventures, and ". . . took advantage of every opportunity to sell radio listeners and advertisers alike."

Throughout the month, WBZ Boston reports that it conducted a

Thank you, Governor . . .



First radio station to receive a silver award from the Governor of Maryland for a continuous pedestrian safety program!

. . . ANOTHER REASON WHY . . .

WEBB is the leader in the Baltimore Negro Community!

W-E-B-B RADIO • 5,000 WATTS • 1360 KC • BALTIMORE

Represented by Bernard Howard & Co., Inc., 20 E. 46th St., N. Y. 17 OXford 7-3750

special contest involving all nine of the station's newsmen. Listeners were asked to guess the combined total number of years the newscasters have been employed by the broadcasting industry. The contest ended May 31, and the first prize winner received a stereo hi-fi console. Four portable radios were given as runner-up prizes.

KTOK Oklahoma City reports that all stations in that city cooperated in buying a gross of red neckties, decorated with white microphones and lettered, "May is National Radio Month." The ties were worn by all station salesmen, and were also given to all agency time buyers.

As part of its Radio Month activities, KCBS San Francisco sponsored a listener contest. Called "Guess the Guest," listeners were requested to send in postcards with their name, address and phone number. During the week of May 23, a mystery guest was heard on one of the station's personality programs each day with clues to his or her identity. Listener's cards were drawn and the sender then called. Those who correctly identified the guest received a transistor radio.

On May 27, WGN Chicago sponsored a Radio Day at Wrigley Field. The occasion was also staged as a tribute to Lou Boudreau, the new manager of the Chicago Cubs baseball team, and former sportscaster for the station. Fans were invited to come to the ball park and join with WGN personalities in a special Radio Day section.

Additional Reports

Here are some additional reports from other stations:

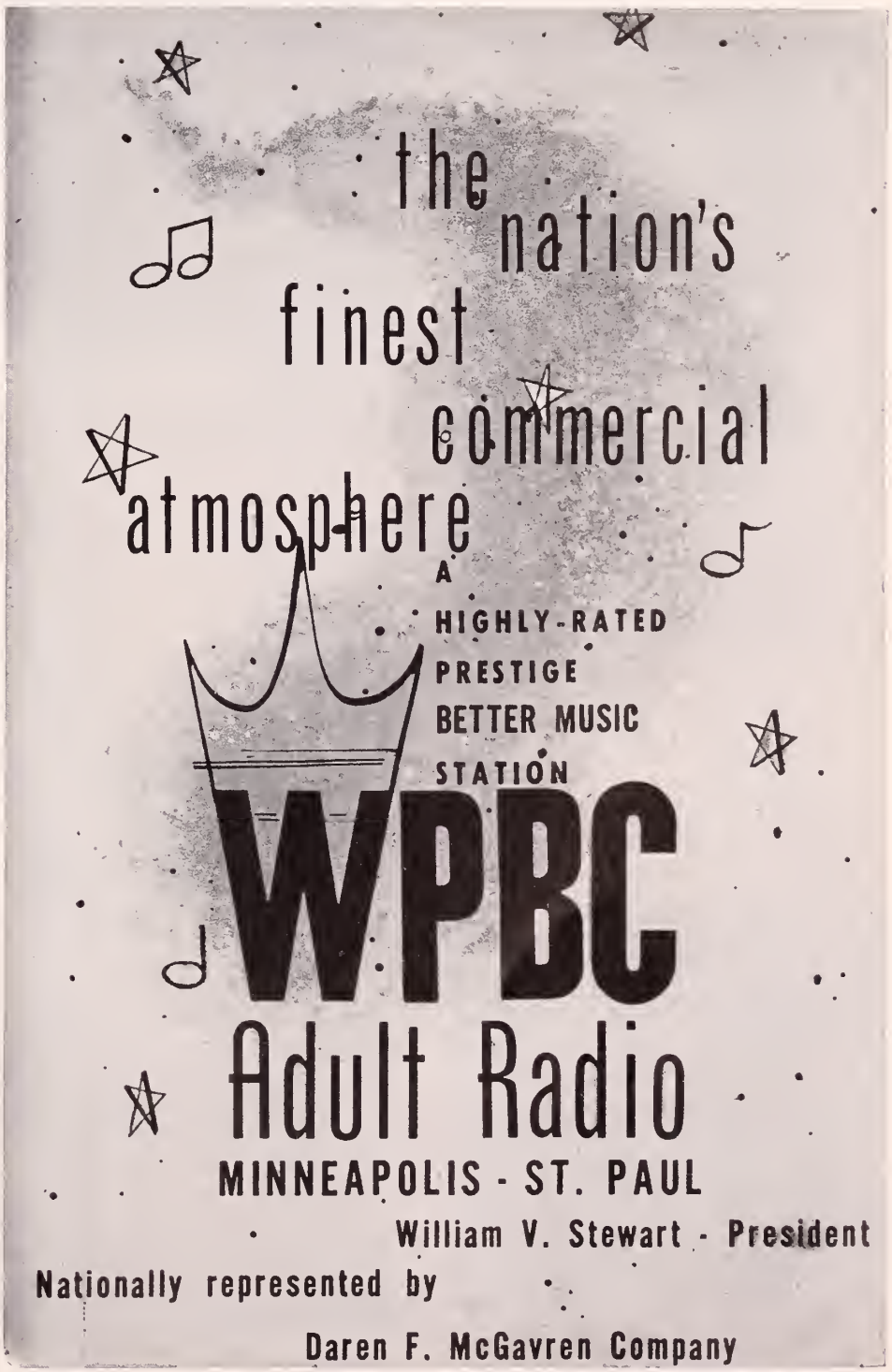
WTMB Tomah, Wisc., made a tie-in with National Radio Month and the station's first anniversary with a 21-gun salute and bugle fanfare by a local Army unit. KSBW-TV Salinas-Monterey, Calif., the television affiliate of KSBW, produced a series of special video cartoon slides and used them on the air in conjunction with the May celebration.

WBTM Danville, Va., had local merchants display signs that said, "May is National Radio Month. WBTM invites you to shop here." WTRC Elkhart, Ind., let the local junior Chamber of Commerce run the station for a day. WJPF Herrin, Ill., sponsored several "broadcast banquets" in a special Radio Month studio, and also used the studio to air spelling bees for children.

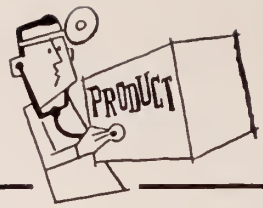
Backing up the on-air activities, many station management leaders voiced radio's story in speeches made before various groups. Typical of this type of activity was the speech made by William T. McKibben, assistant to the vice president, The Balaban Stations, before the Peoria Advertising and Selling Club.

In his remarks, Mr. McKibben said, "It (radio) is a personal local medium that brings all of us closer to our own community, and at the same time lets us all have a significant part in the age we are going through. . . . To radio, there are no barriers of time or space. . . .

". . You, as citizens will benefit from the power of radio in proportion to the freedom you have to choose what you hear . . And you, as broadcasters, who will accept your responsibility to search out the needs of your community and devote your efforts individually and as a group, to serving these needs." • • •



commercial clinic



How No-Cal 'Slimmericks' Keep Life in Live Copy

There is no sure way to put life into live copy. But when an advertiser decides that the local announcer should deliver his sales message, the effectiveness of his commercial will depend very much on the delivery. He is, therefore, often on the lookout for any device that promises to keep the spirit of his commercials.

For this reason, Kirsch Beverages Inc., makers of No-Cal, has come up with the idea it calls "slimmericks" — simply limmericks with waistline appeal. For example:

A lazy young lady from Dixie
Cried "this calorie problem sure licks me."
But our belle had a ball
And so can you all
For her No-Cal break made her a pixie.

Simple Device

"It's a simple device that gives us several advantages," says Maurice Umans, vice president at Gardner Advertising, New York, agency for No-Cal. "First of all, it adds a lively beat to the straight copy. Secondly, it gives us flexibility on a low-cost budget. Thirdly, it can be adapted by our franchise bottlers to serve their purposes and markets."

The market for the product is made up of people who are watching their weight, Mr. Umans explains. "Our theme is never that No-Cal will reduce you, but that it will satisfy your taste for sweets and so help you maintain your present weight.

"During the time of the year that the dieters are most conscious of their weight, we believe they also become most aware of the advantages of drinking No-Cal. Our advertising, therefore, should be flexible enough to adapt to the periods when our consumers are most susceptible to our sales message.

"The periods in which we sell the most No-Cal are prior to seasons and holidays when people are on the go. The sales curve reaches its highest point in early spring, when ladies come out of their coats and begin to think about spring fashions, and in the late spring, when they begin to worry about how they will look in a bathing suit. The second peak is in November, when they are wondering how their figures will fit into the holiday fashions.

"Our copy, therefore, should be flexible enough to capture the spirit of the season. We must, in other words, be able to produce different commercials to cover a variety of occasions. We create about two or three slimmericks a month. Since the cost of producing transcriptions at this rate would be prohibitive for us, we use live copy, with slimmericks to fit the season or holiday." Mr. Umans illustrates the point with a slimmerick to be used with live copy at Thanksgiving time:

For a gal there can be no unkinder reminder
Than having her holiday eating behind her
But that's a problem she can help shake
By giving her figure a No-Cal break.

"It puts over our message," says Mr. Umans, "but at the same time has the personal touch of the local announcer behind it. Also, the slimmericks are not so professional sounding that they would interfere with the personal style of the disc jockey. Nor are they so complex as to be a hindrance to delivery."

The spring commercials have their own note of fashion:

A girl from the East—a pretty young thing
Decided to get the jump on spring
To fit the new fashion
Became her one passion
So she went on a gay No-Cal fling.

Big Advantage

Another big advantage of the slimmericks, Mr. Umans points out, is the use they can be put to by the franchised bottlers. "In the first place, they can be tailored to individual markets, from the East Coast to the West Coast. Secondly, the copy can be slanted to the bottler's viewpoint, instead of to the manufacturer's. This is especially important to the bottlers who sell only one No-Cal flavor. In our copy, the variety of flavors is one of our big selling points. The franchised bottler to whom this does not apply can use his own copy line and still utilize the slimmerick.

"The slimmericks, after all, take up only a part of the entire commercial message," states the Gardner executive. "Most of our commercials are minutes, though we do have some 30-second spots that our bottlers can adapt. This gives the franchises the leeway to adapt the message to their needs and the benefit of slimmericks to help their local announcers keep the No-Cal copy lively." • • •

station log



► **News:**

Keeping on top of the news, two stations report how they have taken advantage of the facilities in their communities to provide more accurate, up-to-date reports on local news and traffic.

KXOK St. Louis has cited one of its cab news reporters as top cab reporter of 1959. The winner is one of over 300 drivers who supply tips to the station's news room on a 24-hour basis. The station presents five dollars for the best news tip submitted each week, and salutes the best contributor of the year. This year's winner was cited for several outstanding news tips and for the consistency of his reporting. Among the local news supplied by taxi drivers in 1959 were a holdup in progress and a follow-up on a local murder report.

WSB Atlanta has inaugurated a helicopter traffic report service with the help of the Atlanta police department. The reports are broadcast during peak traffic times, 7 to 9 a.m. and 4 to 6 p.m., Monday through Friday. A station newsman and a representative of the police department report the news to the listening audience as well as to the traffic police force. The helicopter can also be used for other police work and for emergencies, says the station.

► **Public Service:**

A series aimed at recapturing the meaning of "democracy" has been undertaken by WBZ Boston. Called *Sounds of Democracy*, the series consists of special documentaries touching on a variety of areas of democratic life. Purpose of the campaign, says the station, is to re-emphasize the original meanings of the word "democracy, a term flaunted and mis-used by many anti-democratic governments today." Promotions and spot campaigns will supplement the 55-minute program throughout the year.



GROUNDBREAKING ceremonies for new WERE Cleveland offices get assist from these young ladies. Structure will cost $500,000.

Typical of the station's offerings is a documentary entitled *Anne Frank: The Memory and the Meaning*, which was first broadcast in April and rebroadcast during a one-week period last month. Research in Holland, England, Canada and across America preceded the broadcast. Program highlights included an interview with Otto Frank, the father of the girl whose diary has been published throughout the world. Mr. Frank is the sole survivor of the eight who hid away for over two years to escape detection by the Nazi Gestapo.

Others interviewed included persons characterized in the diary, Francis Goodrich and Albert Hackett, who adapted the book into a Pulitzer Prize winning play, and George Stevens, who directed the movie version.

► **Programming:**

KFAX San Francisco has begun a programming format consisting solely of news, from sign-on to sign-off. Its entire schedule is assigned to news and news features, designed specifically for the inhabitants of the Bay Area.

Advertising policy has also been affected by the format. The station announced that no programs or program segments will be available for sole sponsorship. Advertising will be spotted with news and feature broadcasts throughout the day, or through special time periods aimed at giving advertisers maximum exposure to a diverse audience, according to the station management.

Purpose of the format, says the station, is to provide a meaningful and powerful station image for advertisers and to attract a large audience. The station believes that more people listen to news and that they pay attention—"usually close attention"—to what they are hearing. This carries over to the commercial, in the opinion of station executives.

Programming is scheduled in one-hour units, based on a 15-minute newscast on the hour, and a five-minute news summary on the half-hour. The daily program fare will also include sports news and commentary; business news and commentary; editorials by the station; labor, agriculture, weather and entertainment news; listener opinion and comment; public service reports and features; movie-drama-tv reports; and reports from the travel, women's and food editors. • • •



WINNERS of Second Annual Aunt Jemima Self-Rising Flour Gospel Singing Contest over WWRL New York exhibit recording contract. Over 500 contestants sought audience votes.

BPA memo



BPA College Course Fosters Promotion Careers

The Broadcasters' Promotion Association is starting at the college level to make sure there will be better promotion ahead. Beginning this fall, Indiana University will include radio and television promotion as an integral part of its broadcasting course. A promotion unit in the broadcast advertising course, offered by the University's department of radio and television, will be under the auspices of the BPA.

The pilot project is aimed at developing future broadcasters with academic training in promotion, and was set up by BPA's Educational and Professional Standards Committee, headed by John F. Hurlbut of WFBM Indianapolis. According to Mr. Hurlbut, "We don't except this course to turn out expert promotion people, but at least it will fit in with our long-range goal of producing more trained young men and women suitable for the promotion field. At the least, we can acquaint more people with broadcast promotion."

Course Outline

Dr. Elmer G. Sulzer, director of radio and television communications at Indiana University, has worked with the promotion group to establish the program. BPA will furnish the course unit outline and sample promotion pieces for classroom use. Indiana members of the BPA will be used by the course instructor, Jean C. Halterman, associate professor of marketing, as guest lecturers.

BPA hopes that by including promotion at the university level, it can help overcome the difficulties experienced in recent years in locating competent promotion managers and assistants. After the course is completed, an evaluation of the project and the outline used will be made available by BPA to other colleges and universities which would like to include broadcast promotion as part of their radio and television instruction.

Station's Spring Speller Heralds Fall Spelling Bee

In anticipation of its fifth annual invitation spelling tourney, WDIA Memphis has sent its own speller to more than 300 schools in its listening area. Called *Words to Learn By*, the list is furnished free of cost to all elementary schools in the mid-southern area of which the station is a part.

The list contains words that have been selected as typical of those used in spelling contests. These, in addition to words chosen from standard elementary school spellers, will be used in the tourney to be held in October. The bee, which spans three days, will be held as a feature of the Negro Tri-State Fair at the Memphis Fairgrounds. Contestants representing 12 counties in three states will compete for a total of $400 in bonds.

Any student who has not been graduated from the eighth grade is eligible to compete. The speller is issued in the spring to give aspiring contestants the entire summer in which to study.

Photo Contest Captures Visual Jazz Impressions

Promoting two art forms by utilizing the techniques of one to express conceptions of the other, KSTP Minneapolis staged a photo contest among its jazz listeners, asking them for their visual impressions of jazz.

The contest, sponsored over the station's *Jazz Corner* program in association with the University of Minnesota Fine Arts Lounge Committee, was open to everyone. Any photographic jazz impressions, pictorial or abstract, such as artists at work or scenes portraying jazz music, were accepted. Prizes were awarded for both black and white and color photographs.

In addition, the entries were exhibited for two weeks at the University of Minnesota Creative Arts and Jazz Festival.

Station's Street Dance Boosts Thursday Night Sales

Dancing in the streets means sales for downtown merchants, according to CFRN Edmonton, Alberta. Utilizing the theme, "Shop downtown Thursday night" (late shopping night in Edmonton), the station arranged a dance that began at 9 p.m. While the promotion department organized the dance, the sales department prepared an advertising package for downtown businesses to exploit the event.

Reaction among businessmen was such that all availabilities were sold on the second day after they were offered. Listener response was also encouraging. The station reports that an estimated 15,000 people visited the shopping district during the two and a half hour affair. The street dance says the station, was the first in Edmonton since the end of World War II.

Contest Seeks Examples of Kindness to Animals

KMOX* St. Louis and the Greater St. Louis Veterinary Medical Association undertook a campaign to discover outstanding acts of kindness to animals that had been performed in the station's listening area.

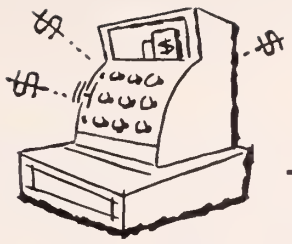
Taking the form of a two-week contest, the station requested listeners to nominate anyone who, in their opinion had performed an outstanding act of kindness to an animal in the previous year. Purpose of the contest, according to the station, was to honor those persons and, at the same time, "to inform the public of the humane work of the Greater St. Louis Veterinary Medical Association."

Three winners were selected by a panel of experts in the field of animal care. The first won a miniature French poodle puppy, complete with wardrobe. The second and third prizes were a beagle puppy and a Persian kitten. • • •

*Denotes stations who are members of BPA (Broadcasters' Promotion Association)

HOMETOWN, U. S. A.

radio registers



MILK PRODUCT

When the makers of Milnot evaporated milk put out a cookbook as a promotion, it ran a two-week spot campaign over KXEN St. Louis. Total cost of the schedule was $300. The advertiser indicated that it expected at least 200 requests as a result of the campaign. At the end of the second week, says the station, about 725 people had responded to the spots, which was 350 percent greater than that set down as a minimum goal by the advertiser.

CONSTRUCTION FIRM

To promote the sale of houses, the Le Mount Corp. ran a 90-day schedule over KDIA Oakland, Calif. The run-of-schedule spot campaign consisted of minute announcements and cost $200 per week. The advertiser states that in the 90-day period, he sold 70 homes, most of which were in the $15,000 price range.

RESTAURANT

Van Raalte's Restaurant, which also produces for retail distribution Van Raalte's salad dressings, bought a 13-week schedule over WLAV Grand Rapids, Mich. The buy consisted of a 15-minute participation in the station's Coffee Time program, five days weekly. Total cost was $110 per week. After six weeks participation, the advertiser reported a 50 percent increase in sales of his salad dressings. In addition, his restaurant, which is 25 miles from Grand Rapids, reported a 10 percent increase in its business, the station states.

RUG COMPANY

The Green Rug Co. ran a one-week campaign over WABQ Cleveland to promote a special sale of broadloom carpet and room size rugs. The schedule consisted of 64 one-minute announcements and cost $272. No other medium was used, nor was any other station included in the campaign. According to the station, a total of 3,120 square yards of carpet was sold in addition to 362 room size rugs. The advertiser, says the station, called the campaign the most successful in his 30 years in business.

SUMMER RADIO (Cont'd from p. 29)

scriptions of special summertime programming fare to be used by the stations it represents. Here are a few examples:

WSB Atlanta will broadcast each evening from 6:30 to 9:30 p.m., Monday through Friday, *Picnic Patrol*. It will feature live coverage of three different picnic parties or cook-outs each evening.

WGN Chicago will present a saturation schedule of *Trafficopter Reports*, featuring road information and safety tips all summer long.

For summer home buyers, KFAB Omaha will air a remote show, *Open House*, each Sunday from 12 p.m. to 2 p.m., providing details on type of home, location and other important information.

KSTP Minneapolis is also scheduling a *Picnic Party Patrol*. Each weekend station newsmen will tape five to 10 interviews at picnic areas and these will be played back during the week between 4 p.m. and 6 p.m.

Summer Kit

The opportunities of summer radio were capitalized on by H-R Representatives Inc. as a radio month theme in May. The representative company prepared a 12-page brochure for its stations in which it supplied copy ideas for summer radio promotion spot announcements.

One of the promotional themes is, "You *can* take it with you . . . your radio, that is." The H-R kit contains a suggested station letter to local and national advertisers promoting the value of summer use. It also contains a suggested feature story for local newscasts, keyed to the founding and development of radio 40 years ago and climaxing with the undreamed of portability of the sound medium today.

With its eye on summer radio business, the promotion material includes one-liners and 20-second, 30-second and 60-second announcements of various themes, from outdoor eating to fishing. The concluding line from one of the 60-second announcements reads:

"On vacation . . . at the beach . . . in the backyard . . . radio's your good companion." • • •



report from RAB

Pocket Presentation Designed To Stimulate Local Radio Buys

Pressure from above . . . pressure from below.

A new RAB concept—the pocket presentation—is designed to create a groundswell of pro-radio opinion from local dealers and distributors to supplement RAB efforts on the national level.

The bureau recently started releasing many of what is described as radio's most telling arguments in a series of short, to-the-point presentations, written with a specific advertising category as a target. Each is designed to be effective in selling local radio time, in addition to functioning as a stimulus for local dealers and distributors to urge more extensive national and regional radio buys.

Presentations have already been released on radio's value as an advertising medium for tires, airlines, brewers and bread. A number of other studies are in process, and RAB expects to have at least 16 in the hands of advertisers by the end of 1960.

Offer Reasons Why

In every case, they offer in seven of eight short paragraphs many of the major reasons why the advertiser in question—on a local, regional and national level—should invest a larger percentage of his ad budget in radio.

The tire presentation, for example, leads with the statement: "You'll get much more mileage from radio with your tire advertising dollar." Eight of the advantages radio offers tire sellers are included. Here's a sample point:

"How about women? More than half of all women questioned in a DuPont survey reported buying replacement tires at one time or another. Housewives who work outside the home are a particularly large slice of the market. These women listen to radio 1 hour and 59 minutes daily. And you can reach 94.5 percent of this important market for tires because that percent listens regularly."

The impact of auto-radio—obviously of great importance to tire sales—also is covered.

"The automobile radio gives your advertising the maximum momentum—you reach prospects when they are most conscious of the thin tread and cracked casings of their present tires. Nearly three-quarters of all automobiles are radio-equipped . . .".

The study goes on to cover individual subjects such as suburban penetration, economy, adult radio listening, and many others, and to point out how each radio selling fact is pertinent to the problems of the tire advertiser.

Checklist Supplied

RAB also supplies a checklist showing how each presentation can be used locally to increase sales. The tire presentation, the bureau tells its members, can be used in these four ways.

(1) "Each independent tire dealer in your area should be told the radio story and a copy of the study left with him. Target: his co-op advertising.

(2) "Every chain of stores operated by the tire companies, e.g. Firestone, Goodrich, Goodyear, should be hit at the local manager level and then contacted at the district manager level.

(3) "The oil companies have TBA (tire, battery, accessory) specialists—this gives you an opening at their total budgets.

(4) "And, finally, the tire companies' district sales managers (not company-owned stores) are a target. Their recommendations can secure a national spot budget."

Any advertiser or agency interested in seeing these presentations can obtain copies of them on request. • • •

WINN

Number "TWO" Station

IN

LOUISVILLE, KENTUCKY

(three others claim First)

appoints

DAREN F. McGAVREN

NEW YORK DETROIT CHICAGO ST. LOUIS LOS ANGELES SAN FRANCISCO

National Representative

effective

JUNE 1, 1960

Buy WINN to Sell Louisville — Glen A. Harmon, Gen. Mgr.

— Advertisement —

Pulse Beat

Unlisted telephone headaches: If you have an unlisted number in New York, here is an announcement anyone using data derived in any way from telephone techniques should study, an extra headache, and a further weakening of the reliability of telephone-produced data or diary derivatives.

The New York Telephone Company says, in a May enclosure to subscribers with private numbers, here quoted:

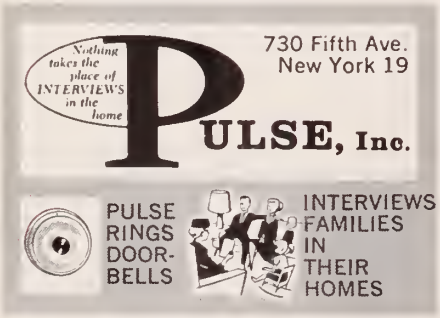
"The top line of your enclosed bill includes a charge of 50 cents a month for your unlisted telephone number—a special service for you which requires extra work to make sure your number is not published or given out.

"This new charge is covered by tariffs on file with the Public Service Commission and is being applied in connection with the printing of your new directory this month.

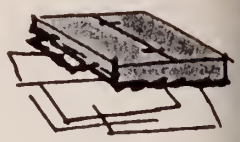
"As we explained in our recent letters to you, there has been a sharp increase in the demand for unlisted numbers. If it continues, it confronts us with the prospect that from a fourth to a third of our residence customers might eventually refuse to be listed in the directory . . .

"One in every nine unlisted. In May 1959, at the time the new tariffs were filed, there were nearly 400,000 unlisted numbers in the New York metropolitan area. This was one in every nine of our 3,500,000 residence customers. The number had been increasing at the rate of one for every two residence telephones added. In two years it had gone up to 80,000. If it were to grow at this rate, it is not hard to visualize 750,000—even a million—telephone numbers unlisted."

Pulse uses face-to-face interviewing: no phones; simply a lot of shoeleather, a strong thumb for pressing the doorbells of the nation—270 markets plus! Your assurance of getting the 100% full sample—the same, constant, reliable base.



report from representatives



Avery-Knodel Serves Its Stations Promotion Ideas

The ever-widening role of today's radio station representative encompasses a broad field of services both to clients and potential clients and to represented stations.

One example of the way a representative can service its stations is the report recently completed by Avery-Knodel called *How Radio Stations Are Building Audience and Sales.* It is a compilation of what the firm's stations are doing in audience promotion, sales promotion and community service promotion.

The information contained in the report was obtained from most of the stations Avery-Knodel represents, according to John Owen, sales promotion director. The data was compiled and a copy sent to each station so that the broadcast managers would have a source for new and successful ideas.

Covers Three Areas

The project, which was begun in January, is divided into three parts. The first deals with audience promotion, suitable for both year-round efforts and seasonal ideas. The second contains examples of successful local sales promotions sent in by the stations. The third lists community service activities.

"We undertook the compilation at the urging of our stations," Mr. Owens says. "We sent a request to each of them to list their activities in the promotion field, with the explanation that the information, when collected, would be for their use and that they would receive copies of the final report.

"The response we have received is particularly gratifying when compared with a similar attempt we made three years ago. A total of 24 of our stations contributed to this report. I believe both the response and the quality of the activities described is a reflection of the aggressive effort and new enthusiasm on the part of today's broadcasters."

The promotions listed in the report show once again the personality of radio. The stress is on listener participation in all of the sections. This, plus the simplicity of the themes used, seems to serve as a basis for the successful promotions.

The seasonal promotions included events that took advantage of both seasons and individual holidays. For example, a promotion in a vacation area pointed up the advantages of the country as a vacation land. The contest involved writing down phrases promoting vacationing in the area. Winner of a drawing held at the end of six such weekly slogan offerings won a summer cabin on a local lake.

Among the local sales promotions is a tie-in with national June Dairy Month. The recipe contest which the station ran stipulated that a dairy product had to be included. The top 25 recipes were displayed at a community event, with prizes including dairy products such as a year's supply of eggs. The station noted that the contest was extremely popular with housewives, and that it provides a good tie-in with any dairy connected firm.

Object of the community service section, according to Mr. Owen, is to list public service features that can enhance the station's image. Such campaigns as army and navy recruiting, soap box derby sponsorship, lost and found features and blood bank promotions were among the services offered by Avery-Knodel stations to their communities. • • •

Great Moments



›n a Great Radio Station



KMOX Radio outweighs all other St. Louis media in community impact!

The language was unfamiliar, but the sound was universal—the piping voice of a three-year-old singing his first song. In that moment, half a world of differences melted away. Because of young Tran-Van-Anh's song, Laos would never again be just a place on a map, nor its people nameless millions. Life among Tran-Van-Anh's people, in Communist-pressed Indochina, is brought home to KMOX Radio listeners through "Operation Medico"—a weekly report by Dr. Thomas Dooley, a St. Louis physician, on his mission to Laos. This is another example of the programming scope of the "Voice of St. Louis"—a voice that never talks down to its audience.

KMOX RADIO

CBS IN ST. LOUIS

50,000 WATTS, REPRESENTED BY CBS RADIO SPOT SALES



CBS

WHBF

RADIO and TELEVISION

In LOUISVILLE
the Big Change is to
WKLO
no. 1 ...Nielsen

Total four weeks—3-hour average
6 a.m.-6 p.m. M-F

	WKLO	Sta. B	Sta. C
July-Aug.	14.4	38.6	21.7
Nov.-Dec.	38.3	29.5	26.2

Nielsen Nov./Dec. '59

And, more quarter-hours gained than any other station!

	quarter-hour increases	decreases	no change
WKLO	59	6	7
Sta. B	19	52	1
Sta. C	29	37	7

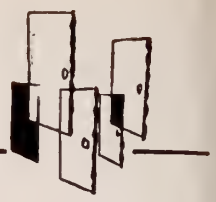
Pulse Nov. '59

For details and availabilities, see . .



robert e. eastman & CO., inc.

report from agencies



Agency Outlines Scope and Magnitude of Bridal Market

A marketing study conducted by BBDO Inc., New York, uncovered some interesting factors and facets of the bridal market in the United States. Some indication of the size of this market can be ascertained by the disclosure that in 1959, ". . . about $23 billion was spent by newlyweds. . . . Beginning in 1965," the agency report says, "the number of marriages . . . will increase rapidly, and will total close to 2,250,000 each year." Each marriage is expected to account for the expenditure of $15,000 for housing, furniture, appliances, clothing and other items.

Radio Important

The importance of radio in reaching this market can be seen in the figures on set ownership reported in the study. Based on 1958 statistics, it was found that 15 percent of U.S. brides, by the time of their wedding day, had acquired a clock radio at an average retail cost of $37.49. "This created a retail market of $24 million which, in turn, represented 34 percent of the total retail industry sales. "It was also reported that 11.9 percent of the brides received the clock radio as a wedding or shower gift, and 27.9 percent made their own purchase.

Turning to portable radios, the BBDO study shows that 34 percent of the brides had acquired a set by the time of their wedding day, and at an average retail cost of $40.63. This created a retail market of $20 million, and represented 14 percent of the total retail industry sales.

The figures for table radios show that 45 percent of the newlyweds had acquired a set by the time of their wedding day, and at an average cost of $35.71. This created a retail market of $23 million, representing 24 percent of the total retail industry sales.

Another indication of radio's impact with young married women is found in the fact a radio set was included among the "10 most important items to the bride-to-be." Some 47 percent of the women interviewed mentioned a radio on their list. It might be noted that radio tied with tv in the 10 items mentioned.

One of the interesting things brought out in the study for an advertiser who might want to tailor a campaign aimed at the marriage market is that "The teen-age girl in her middle teens constitutes a strong market in the hope chest, or pre-engagement period. That is the time in which she begins to select and buy items which she will use in marriage.

"The average age at which girls start their hope chest accumulation is 15.4 years." It should be noted that in all of the 11 categories included in this part of the report, teen-age girls received a vast majority of these products as gifts.

Some of the products included were tablecloths, with 18.2 percent of the teen-age girls already owning this item. Over 92 percent of them were acquired as gifts. Almost 12 percent of the girls were found to own glassware, with 86.9 percent of them receiving the item as a gift. Some 16.2 percent of all teen-age girls owned draperies, and of this number, 88.2 percent acquired them as gifts.

Although the bride receives many products as gifts, the BBDO study indicates that she has a great deal to say about the pattern, design, brand and quality of the products she receives as gifts. The following indicates the percent of brides who influenced items they received as gifts: Silver, 84 percent; sofa, 77 percent; rugs and carpets, 72 percent; refrigerator, 72 percent; sewing machine, 68 percent. • • •

WHO RADIO'S 50,000-watt voice reaches more people than any other single medium in Iowa!

YOU may have recently read an advertisement that said Iowa is one of the top ten U. S. markets—because its "population of 2,747,300 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston."

You may also question the propriety of comparing a state with a city. However, NCS No. 2 proved that WHO Radio's population coverage made it in fact America's 14th largest *radio* market—that stations in only thirteen other markets in America reach more people than WHO Radio. *So far as reaching people is concerned, WHO Radio belongs on any media list of 14 or more "largest U. S. markets."*

As an advertiser in the Middle West, you are concerned with *people you can reach,* rather than with population figures within city limits, within trading areas, or within state lines. WHO Radio does just that!

Ask PGW for "the numbers."

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *Representatives*

NEW SOUND OF THE 60's
IN COLUMBUS

THE NEW WCOL

THE CAPITAL STATION
COLUMBUS 15, OHIO

In Columbus, most folks listen to WCOL. In Columbus, most advertisers sell on WCOL. Family programming . . . rigidly enforced single spotting that "showcases" your sales message . . . all pre-taped production for flawless delivery. These are the factors that make the NEW WCOL your most powerful sales force in Central Ohio.

24-hours-a-day broadcasting
1230 AM 92.3 FM

represented by: robert e. eastman • co.

3 LOCAL RADIO STATIONS IN 1

That's what you get when you buy time on

BIG 5,000-WATT

WFHR

WISCONSIN RAPIDS

with full time studios in

MARSHFIELD AND STEVENS POINT

BIG Coverage at Lowest Cost-Per-Thousand . . . 20 Years of Local Radio Service

WFHR

WISCONSIN RAPIDS, WISC.
Phone HA-3-7200
Represented by Devney, Inc.

report on FM

Zakin Agency Offers An Fm Program All Its Own

There has been much talk about agency interest in fm. One of the most solid bits of evidence comes from an agency in New York, which has not only produced its own hour-long fm program, but is also sponsoring it.

The Zakin Co. is presenting *Montage* as an example of what it feels can be done in fm programming and is using the commercial time primarily to explain how advertising works.

"Our purpose in presenting *Montage*," says Al Zakin, one of the partners, "is to show that advertising has a useful contribution to make. By sponsoring the hour-long weekly show, we feel we are doing this in two ways. First, by offering what we believe to be a superior programming format to the medium. Secondly, by using our commercial time to explain some basic ideas about advertising agencies."

"*Montage* is our personal contribution both to fm programming and to the community," says Ted Eisenberg, the other Zakin partner. "You might describe it as part of our public relations program. From idea to execution, it came about in less than a month. We have a 52-week contract now running to give us a chance to develop a format and time to work on the concept.

Aural Montage

"Like the art form from which we took the name, the program is a montage—aural, rather than visual. It is a blend of sounds, integrated into a unified program, from which, we hope, the listener can learn something. We will cover any aspect of news or culture that we think is a contribution to today's society, about everything from art to music to politics. For example, our first program included a tape of Toscanini rehearsing; the second, a recorded history of American entertainment, from vaudeville to television. Our third show included excerpts from the Andersonville Trial."

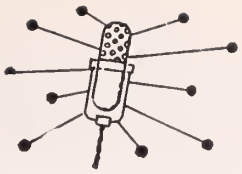
Mr. Zakin points out that the advertising is institutional—on the role of advertising today. "Our name," he says, "is mentioned twice, at the beginning and at the end of the program. This simply identifies us as sponsors of the program.

"The advertising is intended to tell people some of the basics about what agencies do. Rather than attack the abuses in the industry, which are neither greater in number nor degree than those of any other industry, we feel we are doing more of a service by explaining in simple spots some basic facts about our work." Zakin ran this message on what an agency should do for its client:

> Whether a company or business is large or small, it has a special personality all its own. The role of advertising is to project this personality to the people who sell or buy the company's products or services. An advertising agency can help accomplish this end only if it knows its client as well as it knows itself — and then creates a distinctive advertising image that will always be identified with the company. Anyone who advertises in any way has a right to expect his advertising agency to make this impression for him.

"We began *Montage* to serve an audience who wants a program to which it can actively listen," concludes Mr. Zakin. "We intend this to be a service to advertising." • • •

report from networks



► NBC:

Net sales of $12,500,000 were reported by William K. McDaniel, vice president in charge of the NBC Radio Network, between January and May of this year. From February until mid-May, the total net sales figure was $6,500,000, leading to a prediction by Mr. McDaniel that 1960 would be the most successful year for NBC radio since the early 1950's.

Mr. McDaniel also stated that the network now has from 95 to 100 percent clearances on all its programming. *News-on-the-Hour* and *Monitor* spots are completely sold for 1960, he said.

Harry Bannister, NBC vice president in charge of station relations, announced that WCAX Burlington, Vt., joins the network June 1. The station operates full time with 5,000 watts power on a frequency of 620 kilocycles.

► CBS:

New feature on the CBS Radio Network is a five-minute sports newscast called *Camerer on Sports,* with Dave Camerer. The show will feature up-to-the-minute sports results and bulletins, plus interviews with star athletes. Covering the entire sports field, the program will be presented five times on Saturday and Sunday by the veteran sports writer, reporter and broadcaster.

James H. Fassett, supervisor of music for the network's programs, is currently taping 14 World Music Festivals in Europe for broadcast this summer. These will include the Sibelius Festival in Helsinki, the Salzburg Festival, Bayreuth's Wagner Festival, and one at Split, Yugoslavia.

► ABC:

Over half a million dollars in business was reported by Robert R. Pauley, vice president in charge of ABC Radio, as he announced a total of 13 new orders and four renewal orders for the network.

"We anticipate that ABC Radio will have one of its best sales records in recent years," said Mr. Pauley.

Among the orders placed were three new contracts and two renewals on Don McNeill's *Breakfast Club.* Union Carbide Chemicals Co., Curtis Circulation Co. and McCall Corp. were the new advertisers, while All Purpose Gelatine Products and Hudson Vitamin Products, Inc. renewed previous schedules.

The network also is busy promoting the broadcast of the Johansson-Patterson world heavyweight bout on June 20. The exclusive radio broadcasting rights were secured from TelePrompter Corp. Value of the package is $250,000, according to Mr. Pauley.

James E. Duffy, the networks national director of sales, reports that the sportcast would be co-sponsored by Bristol-Myers and the Fiat Motor Co. Mr. Pauley predicts that "this fight will reach the largest male audience in the history af advertising."

► MBS:

Community image does have a bearing on the advertising message, according to the recent Mutual survey of radio-tv directors in the agency field. Final conclusions of the survey were reported by MBS president, Robert F. Hurleigh, at a meeting of The Advertising Club of Washington. Mr. Hurleigh cited the following as typical of the feelings expressed by the agency personnel: "The believeability of the commercial is enhanced by its surroundings." Concluded Mr. Hurleigh ". . . advertisers using broadcast media are keenly aware of the community service elements—just as much aware as broadcasters themselves and the networks which serve them." • • •

KWBB

WICHITA'S
#1 HOOPERATED
#1 PULSERATED
STATION

Retail Sales per household 14% above national average

LARGEST MARKET IN KANSAS AND
KWBB gives your your
LARGEST SHARE OF THAT MARKET

—WITH TOP TALENT in D.J.'s—Billy Dee, Lee Nichols, Dick Jones, John Campbell, Jim Curran and George Brumley. In News Too! Jim Setters, John Wagner, George Langshaw and Jay Howard.

Operating on 5,000 WATTS
DAYTIME (1000 Watts Nights)

KWBB—IN WICHITA
DIAL 1410 — for TOPS in
HI-FI Music • News • and Sports
represented: George P. Hollingbery
Southern: Clarke Brown Co.

NOW we can offer you
PROVEN RESULTS*
with these
TELE-BROADCASTER STATIONS

IN Hartford (CONNECTICUT) - WPOP
IN Kansas City - KUDL
IN Los Angeles (SPANISH LANGUAGE MARKET) - KALI
IN San Francisco (SAN MATEO) - KOFY

★ TOP RATINGS IN AUDIENCE
★ MORE LISTENERS PER DOLLAR
★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

WITHIN A STONE'S THROW
OF COMMUNICATIONS ROW!

One of New York's most desirable locations

MADISON AVENUE
AT 52nd STREET



A Bigger and Better

Berkshire
HOTEL

Just steps from anywhere . . . now with 500 individually decorated rooms and suites — and completely air conditioned.



The magnificent new

BARBERRY
17 E. 52 St.

Your rendezvous for dining deliberately and well . . . open every day of the week for luncheon, cocktails, dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138

KNOTT HOTELS

report from Canada

Summer Radio Reaches A Public Ready to Buy

Viewing the market for consumer products during the summer, All-Canada Radio and Television Ltd., representative firm, has gathered a few figures pointing to the conclusion that summer is a good time to advertise.

For example, the company in a recent presentation cited labor statistics and retail sales to support its thesis that people do buy in the summer. During June, July and August, 1958, 96.3 percent of the labor force was employed. Retail sales for the same months accounted for 24.7 percent of all retail sales in Canada, compared with 21.7 percent for the first three months of the year.

Two gauges are used to show why radio is effective. One is radio set receiver sales. The other is car radio ownership.

Peter Harricks, manager of All-Canada, says, "It has always been my contention that in the final analysis, the most significant statistics available that pertain to listening in summer, or any other time, are the figures on radio receiver set sales." During the 12-month period ending October 1959, some 1,286,804 radio receiving sets were sold in Canada. This represented a 39 percent increase over the same period in 1958. "The fact that a tremendous number of sets are continuing to be sold every year," says Mr. Harricks, "is pretty conclusive proof that radio is being listened to on a most impressive scale. . ."

The automobile figures show that 1,143,000 radio-equipped automobiles were registered in Canada in 1958. This is 46.7 percent of the total automobile registration.

The presentation also stated several non-statistical facts in favor of summer radio. Summer radio, it says, keeps selling the product throughout the year. "Reactivating impeded momentum can be an expensive proposition."

Summer radio helps overcome competition. The advertiser who puts money into the medium can capitalize on an absence of competition, the firm points out. This can "generate response to put the product ahead in its field."

Also, summer radio calls attention to a product or service during a time when brand changing takes place because of the seasonal change in buying environments. "An ideal opportunity," says All-Canada, "to spark profitable new friendships between prospects and products."

Car Radio Study

An indication of the potential of car radio can be glimpsed from a recent study undertaken by Watts Marketing Research Ltd. for CKWX Vancouver. The study consisted of six surveys taken at six different places where automobiles gather in the Greater Vancouver Area. A total of 3,958 persons were interviewed between June and October, 1959.

In all, 2,123 of the car owners interviewed had radios in their cars. This represented 53.6 percent of those questioned. The percentage of those owning radios ranged in the interviews from 48.8 percent of 724 respondents in one shopping center to 66.1 percent of 406 persons queried in a popular drive-in. This compares to the 46.7 percent figure cited by All-Canada as representing the percentage of radio-equipped automobiles registered throughout Canada.

Of those in the Watts study who owned radios, 924 persons had them on at the time of the interview. This represented 43.5 percent of those owning radios, or 23.3 percent of those who were using their cars were tuned in to the medium at the time of the interviews. • • •

radio research

Survey Profiles Radio Listening Habits of Druggists and Grocers

Competition in the food and drug markets is, and always has been, extremely keen. Advertisers in these markets are faced with the problem of getting their message across to the general public, and also to establish brand identity, acceptance and loyalty with the thousands of retail druggists and grocers who sell these products. In addition, the large group of men and women who make up the retail food and drug field are also consumers of all types of products. This group, therefore, would be a target for advertisers in all market categories.

A study of the radio habits of these retailers in the New York metropolitan area has been conducted by Bennett-Chaikin Inc., for station WPAT Paterson, N. J. The expressed purpose of the research was to ". . . discover the listening patterns, habits and preferences of food and drug retailers in their stores, in their homes and in their cars." According to the research firm, a total of 2,561 retailers were personally interviewed in the tri-state metropolitan New York market. This sample was said to represent ". . . approximately eight percent of the food retailers and nearly 20 percent of the drug retailers who own and operate stores within this area."

Radio Ownership

Concerning radio ownership, the study brought out the following results:

- 77 percent of all druggists and 75 percent of all grocers have radios in their stores.
- 82 percent of all druggists and 66 percent of all grocers have car radios.
- 99 percent of all druggists and 98 percent of all grocers have radios in their homes.
- 43 percent of all druggists and 35 percent of all grocers own and use portable radios.

Probing the listening habits of this group, the study shows that three out of four druggists and grocers use in-store radios for ". . . their own listening pleasure and are exposed to radio advertising." Breaking down listening habits more finely, it is pointed out that druggists and their staffs spend 5.6 hours each day listening to radio in the store. The grocers and their staffs devote 5.5 hours each day to in-store listening.

In addition, the study states that 7.6 hours each week are spent in added radio listening in store, in home, in cars and on weekends by both druggists and grocers. "Thirty total hours, or more, are spent by both druggists and grocers in radio listening each week . . . approximately twice the number of total hours per week spent by the average audience in radio listening," according to the research report.

Turning to the question of programming, it was found that music was the first preference of 85 percent of the druggists and 75 percent of the grocers interviewed. This preference remained constant for in-home, in-car and leisure listening, as well as for in-store purposes.

On The Job

Another recent study of radio ownership and listening in business establishments was conducted by C. E. Hooper for WIBG Philadelphia.

The survey of Philadelphia business establishments included eight different types of retailers.

According to the Hooper study, 79 percent of the places of business surveyed have radios on the premises. It also showed that 46.6 percent of these establishments have radio sets in use, with an average of 4.5 listeners per set. • • •

WSBT SOUTH BEND, INDIANA....
Personality Gallery



TYPE NO. 3...
The Lady Next Door

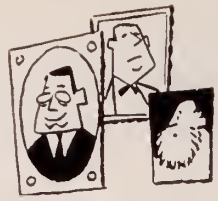
Eleanor Moore, WSBT's Women's Program Director, is a friend of housewives in 36 Indiana and Michigan counties. Her daily show, "Timely Topics," (10:05-10:30 A.M.) is more than an electronic over-the-fence discussion of foods, fashions and children. She interviews famous and interesting guests, and reports on civic and social events of area interest.

The show is typical of the many WSBT local programs that have gained the respect and confidence of the South Bend market area audience. It is one of many reasons why WSBT dominates every 15 minute segment of every broadcast day from South Bend.

South Bend is the buying center of a $3.5 billion radio market area. The Metro Area alone spent $70 million for food in 1959. See your Raymer man for availabilities on local and top CBS programs.

5000 WATTS
960 KC
CBS RADIO
WSBT
SOUTH BEND, INDIANA
FIRST IN SOUND ADVERTISING
Paul H. Raymer Co., National Representative

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

Jack Warren Ostrode, formerly program manager KDAY, Los Angeles, named radio-tv director at Beckman-Koblitz Inc., Los Angeles.

Herbert D. Maneloveg, associate media director, promoted to media director, BBDO New York.

Thomas F. Maschler and **Lawrence G. O'Neill** promoted to senior account executives and elected v.p.'s at Kenyon & Eckhardt Inc., New York.

Bernard J. Kramer, co-founder and partner in Gresh & Kramer, Philadelphia, elected president of the newly-incorporated agency. **Jack J. Dash**, formerly president of WBCB Levittown, Pa., joins the agency as v.p. and executive director of client services.

Bob Reichenbach, formerly in charge of the Hollywood office of Bernard B. Schnitzer Inc., transferred to San Francisco headquarters as v.p. in charge of radio and television.

Joseph Lamneck, formerly general manager of television in the New York office of Warner Bros., named director of radio and television, commercial division, at Donahue & Coe Inc., New York.

STATIONS

Morton J. Wagner appointed general manager of The Bartell Radio & Television Group and general manager, WADO New York.

James A. Jordan, formerly sales manager of WOKY Milwaukee, named assistant manager and director of sales, KYA San Francisco.

Payson Hall, director of radio and television for Meredith Publishing Co., named president of Meredith Broadcasting Co. **Frank P. Fogarty**, v.p. and general manager of WOW Omaha, named executive v.p.

William O. Wiseman, sales manager of WOW Omaha, promoted to station manager.

John Pival, formerly v.p. in charge of television for WXYZ Inc., Detroit, elected president of WXYZ. **John Gilbert II** named general manager.

Herbert Golombeck, previously manager of KMEO Omaha, appointed v.p. and general manager, WPLO Atlanta.

Al Boyd promoted from sales manager to national sales manager for WLS Chicago. **Armand Belli** named sales manager.

Reginald Martin, managing director of WSPD Toledo, **Bernard E. Neary**, managing director of WGBS Miami and **Maurice E. McMurray**, national sales director, elected v.p.'s, Storer Broadcasting Co.

J. C. Dowell, formerly v.p. and general manager of KIOA Inc., Des Moines promoted to v.p. and national sales director of Public Radio Corp. **Larry Monroe** named general manager of KIOA.

Paul B. Marion, formerly general sales manager, named managing director of WBT Charlotte, N. C.

William T. Dean, account executive, appointed sales manager for KMOX St. Louis.

William P. Dix Jr., formerly assistant manager and director of sales, named station manager of WGR-AM-FM Buffalo, New York.

Glenn C. Jackson, general manager of WTTM Trenton, elected resident v.p.

Joseph Mikita named v.p.—financial and controller, Westinghouse Broadcasting Co.

Charles E. Trainor, formerly manager of the Atlanta office of the Adam Young Co., appointed general manager of WKRG Mobile.

REPRESENTATIVES

Ralph F. Glazer named eastern sales manager, CBS Radio Spot Sales. He was manager of the San Francisco office.

Ralph Kelley, previously sales manager of WAAF Chicago, appointed manager of The Bolling Co., Chicago.

James Bowden named manager of the new Minneapolis office.

Don Waterman, general sales manager, named executive v.p., Bob Dore Associates.

Robert Maier, formerly of KWK St. Louis, becomes manager of Robert E. Eastman & Co., St. Louis.

Gregor Macafee, planning analyst, appointed to sales staff of Grant Webb & Co., San Francisco.

NETWORKS

James E. Duffy, director of sales for the ABC Radio Network central division, appointed national director of sales for the network. **Theodore M. Douglas Jr.** named eastern sales manager and **Edward G. Bishoff** sales manager, central division.

Aaron Rubin, controller for the National Broadcasting Co., elected v.p. and treasurer.

INDUSTRY-WIDE

Vincent T. Wasilewski named director of governmental affairs for the National Association of Broadcasters.

Howard H. Bell appointed director of industry affairs.

Charles H. Tower named NAB tv vice president.


Wagner


Glazer


Marion


Gilbert


Hall


Fogarty


Larson


Wiseman

total RADIO



Exclusive WWJ studio at Eastland Shopping Center

features Driving Time Star

JOHN LYNKER 4:00-6:00 P. M. Weekdays

On the air when Detroit streets and expressways are jam-packed—and on many days, immediately following WWJ's Tiger Baseball broadcasts—John Lynker smoothly entertains and solidly sells the big-earning, big-spending "Bumper to Bumper Club."

Rush hour features are the WWJ Melody Parade, WWJ News, NBC News and Emphasis, Boating Tips, and other timely information. And because the program originates at the special WWJ studio at Eastland Shopping Center, attractive product displays are available to advertisers.

For a sizzling sales curve this summer, ask your PGW Colonel to include WWJ's popular John Lynker in your Detroit schedule.

WWJ AM and FM RADIO

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

EDITORIAL



. . . the sound of summer

RADIO EFFECTIVENESS

The "good old summertime" may have been fine for strolls in the park and outdoor beer parties. But when it comes to advertising, the hot weather months of a decade or more ago can never equal the pervasiveness of modern-day radio.

In today's media world, the sounds of summer radio represent one of the strongest sales stories.

With in-home listening remaining relatively stable from winter to summer, the out-of-home is an expansive story.

RESEARCH SUPPORT

The Pulse Inc. reported that last summer the out-of-home listening level was at an all-time high, adding 30.5 percent to the in-home. In summer 1958, the out-of-home plus was 28.3 percent and in summer 1957, it was 25.7 percent.

Among the strongest pillars in the summer radio structure are the Sindlinger & Co. research reports of last summer. These weekly reports showed that for eight weeks last summer radio listening outdistanced tv viewing.

In considering the out-of-home factor, the firm's president, Albert Sindlinger, estimated that auto radio accounted for 30 percent of daily listening *and* that the portable audience was responsible for 12.5 percent of the total.

The Radio Advertising Bureau has analyzed the Sindlinger reports. In comparing the typical performance of a summer week with a winter week, it has found that radio goes up in the summer week 154,980,000 hours, while tv, newspapers and magazines go down.

Advertisers in greater numbers are getting accustomed to the idea of advertising throughout the year, regardless of when their peak seasons may occur. U.S. Department of Commerce figures show that the summer quarter accounts for more than 25 percent of retail sales for many of the leading business categories.

Certainly, facts like these, bolstered by the hot summertime listening story, should be turning the warm weather months into one of the most profitable periods for advertisers and radio alike.

PUBLIC INTEREST PERFORMANCE

The response from broadcasters and agencies to the May issue of U.S. RADIO, which devoted its entire feature section to *Radio . . . In The Public Interest,* was most gratifying.

It proved, for one thing, that thinking people are not fooled by the sensational headlines calling attention to malpractice on the part of a *few.*

The entire scope of radio today is built around the theme of service—service to the listener and to the community. It is a day-by-day, hour-by-hour, minute-by-minute occurrence.

It is significant that replies from most people concerned with the growth and development of radio felt that the timing in presenting radio's public interest record was exceedingly appropriate in light of the legislative climate.

HORACE GREELEY

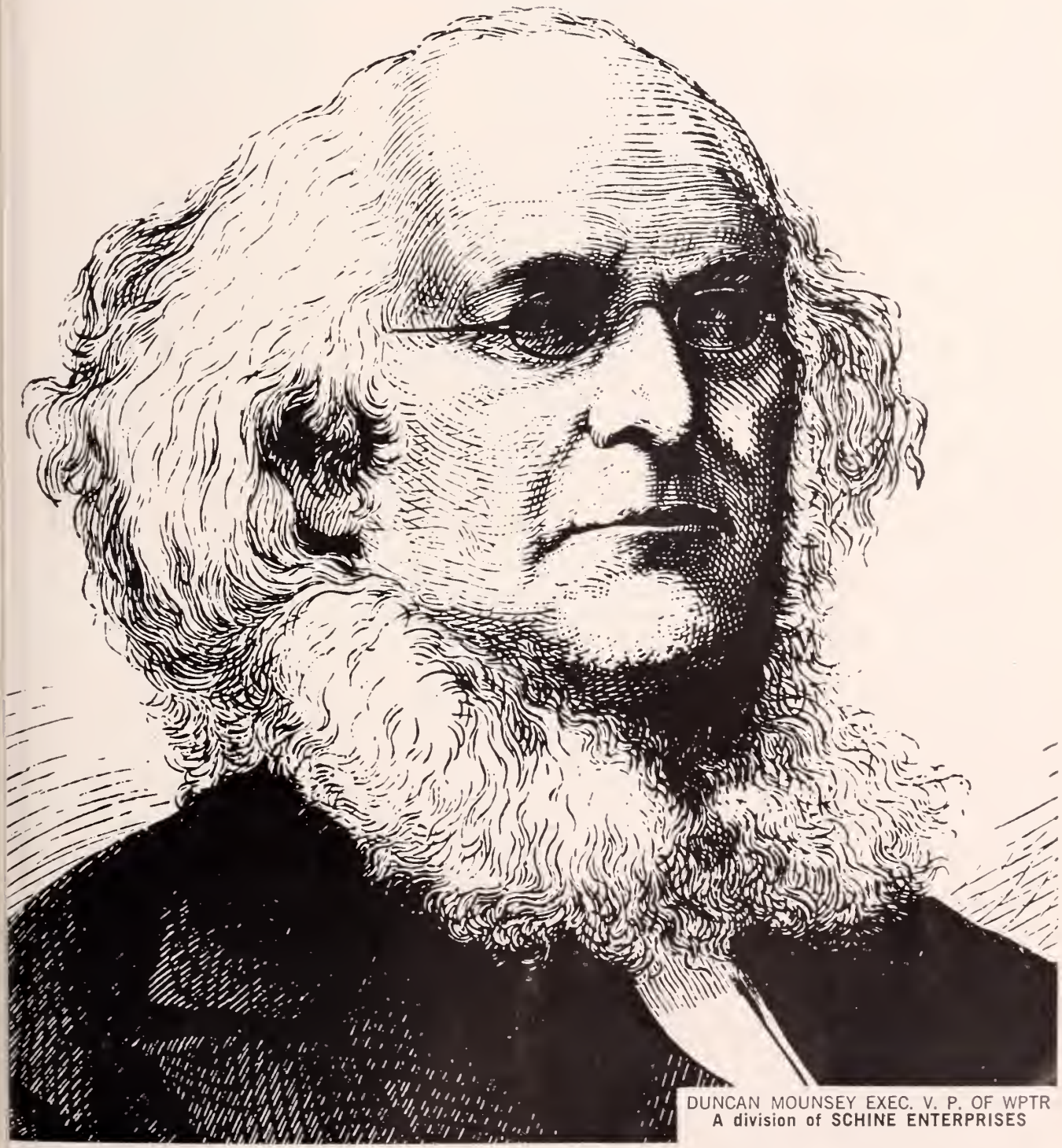
could have been "Editor in Chief" of WPTR

Because he, too, aimed to be a vital force in the community he served. The medium was different but the thinking was the same. As a broadcaster of news—itself—as a popular music station—but over and above all as a spokesman for the local populace in every worthwhile project that furthers its needs, WPTR is GRASS ROOTS RADIO AT ITS BEST.

Perhaps it's why WPTR has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations in the market put together.

WPTR 50,000 PEOPLE WATTS
ALBANY, TROY, SCHENECTADY

The Dominant Station in the market according to Pulse. Right up there with Hooper, too. Represented nationally by Robert E. Eastman & Co., Inc.



DUNCAN MOUNSEY EXEC. V. P. OF WPTR
A division of SCHINE ENTERPRISES





1771 -N- SI NW
WASHINGTON 6 D C SUB 2
12-03-1276-NOR

BIG AGGIE IS HALE AND HARDY AT 37

"Strongest Pulse in 84 counties," reported the eminent diagnostician, Dr. Sydney Roslow. He was referring to a lady friend of ours who recently consulted him on the state of her 37-year-old health.

Big Aggie (also known as WNAX-570) is not only the most hale specimen in her part of the country, she's also one of the hardiest examples of mid-century radio in the entire U.S. She serves two and a quarter million people.

Consider: In an 84-county area, against competition from 66 other radio stations in five states, WNAX-570 has:

- Top rating in 360 of 360 quarter-hours
- 7.4, average rating
- 315 ratings over 6.0
- 95 after-six-pm ratings over 6.0 (and one under 4.1)

America's 40th Radio Market

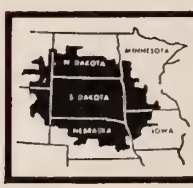
These data, the highlight findings of an October, 1959, Area Pulse, confirm WNAX-570's standing as *the* station for a soil-oriented empire that ranks as America's 40th radio market.

WNAX-570's #2 Market Coverage Area accounts for more gross cash farm income than any single state, other than California and Iowa; 175 counties big, with over 2 million people, and more than 600,000 radio families. Big Aggie Land ranks second in dollars from livestock sold; fourth in crops sold.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa Yankton, South Dakota
Represented by Katz



PEOPLES BROADCASTING CORPORATION
WNAX, Yankton, S.D.
KVTV, Sioux City
WGAR, Cleveland, Ohio
WRFD, Columbus, Ohio
WTTM, Trenton, N.J.
WMMN, Fairmont, W.Va.

LIBRARIAN-RESEARCH DEPT
1771 -N- ST NW
WASHINGTON 6 D C SUB 1
USR 05-19-39-1275-21R

...rs and sellers of radio advertising

...RADIO

VOL. 4 — NO. 7

JULY
1960

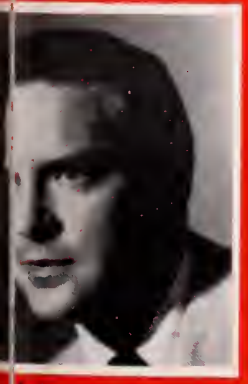
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...John Hughes
...s Magazine Uses
...dio to Reach High-
..., Educated Family
page 36

This is the spot for a commercial



She's in the pool but she's right at hand to hear your message, when you use Spot Radio. Multiply this listening by millions of vacationers and you'll know why Spot Radio pays off BIG for national advertisers.

KOB	Albuquerque	WINZ	Miami	KCRA	Sacramento
WSB	Atlanta	WISN	Milwaukee	WOAI	San Antonio
WGR	Buffalo	KSTP	Minneapolis-St. Paul	KFMB	San Diego
WGN	Chicago	WTAR	Norfolk	KOBY	San Francisco
WFAA	Dallas-Ft. Worth	KFAB	Omaha	KMA	Shenandoah
WKMH	Detroit	WIP	Philadelphia	KREM	Spokane
KPRC	Houston	KPOJ	Portland	WGTO	Tampa-Orlando
KARK	Little Rock	WJAR	Providence	KVOO	Tulsa
		WRNL	Richmond		

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

WHO RADIO'S 50,000-watt voice reaches more people than any other single medium in Iowa!

YOU may have recently read an advertisement that said Iowa is one of the top ten U. S. markets—because its "population of 2,747,300 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston."

You may also question the propriety of comparing a state with a city. However, NCS No. 2 proved that WHO Radio's population coverage made it in fact America's 14th largest *radio* market—that stations in only thirteen other markets in America reach more people than WHO Radio. *So far as reaching people is concerned, WHO Radio belongs on any media list of 14 or more "largest U. S. markets."*

As an advertiser in the Middle West, you are concerned with *people you can reach,* rather than with population figures within city limits, within trading areas, or within state lines. WHO Radio does just that!

Ask PGW for "the numbers."

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

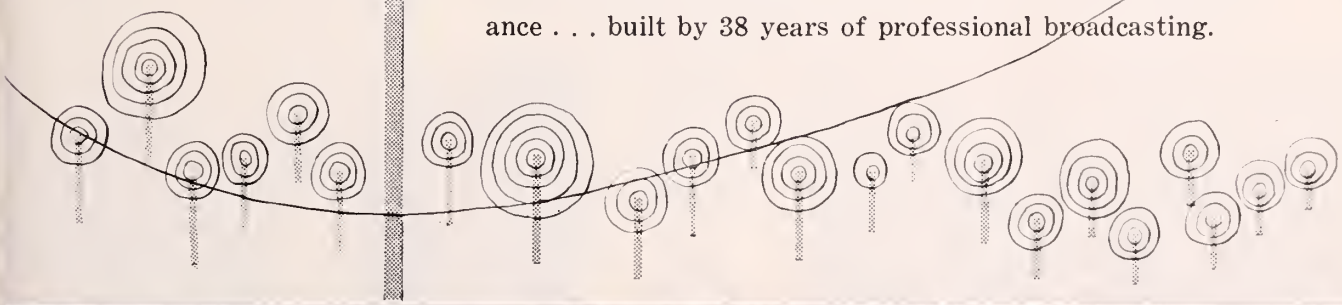
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *Representatives*

The "BIG STICK" that SPEAKS with AUTHORITY

You speak with authority in the multi-billion dollar market in the Piedmont Carolinas when you buy WBT . . . the radio station that speaks with a powerful voice. It takes 22 stations in the WBT basic service area, at 163% more cost, to match WBT's audience. WBT . . . authority and acceptance . . . built by 38 years of professional broadcasting.



WBT

CHARLOTTE 50,000 WATTS

AWARD-WINNING VOICE of AUTHORITY in the PIEDMONT CAROLINAS

2,216,600

2,216,600 consumers populate the 75-mile radius around Charlotte . . . a population larger than the comparable area served by Indianapolis.

Jefferson Standard Broadcasting Company

Represented Nationally by CBS Radio Spot Sales

*FUN!!

***. . . at the Rahall Radio Group and the Adam Young, Inc., "togetherness" party in New York**



L to R: Mrs. Art Simons; Joan Stark, Grey Advertising; Betty Nasse, Grey Advertising; Joe Rahall; Gail Stevens, Donahue & Coe.; Mrs. Sam Newey; Mrs. Joe Rahall.

RAHALL



L to R: Tom Schwartz, Grey Advertising; Jerry Sprague, Cunningham & Walsh; Ted Green, Radio-TV Daily; Alan Copeland, Grey Advertising; Dick Kelliher, Adam Young. Seated, Joe Rahall.



L to R: John Banzhoff, Manager WNAR, Norristown; Sam Rahall, Manager WLCY, Tampa-St. Petersburg; Steve Machcinski, Vice Pres. Adam Young, Inc., "Oggie" Davies, Manager WKAP, Allentown; Dick Booth, Manager WWNR, Beckley, West Virginia.



L to R: Sam Rahall; Joe Rahall; "Oggie" Davies; Farris Rahall.



Back Row: Fred Kenkel, Vice Pres. Hooper; Larry Roslow, Vice Pres. Pulse; George Sternberg, Pulse. Front Row: Joan Stark; Betty Nasse.

ADAM YOUNG, INC.



Top L to R: Sam Rahall, WLCY; Dick Dunne, Adam Young, Inc.; Steve Machcinski, Adam Young, Inc.; Dick Kelliher, Adam Young, Inc.; Farris Rahall; Jim Smith, Adam Young, Inc.; Don Green, Adam Young, Inc. Bottom L to R: Tom Dooley, Adam Young, Inc.; Joe Rahall; Don Chapman, Adam Young, Inc.

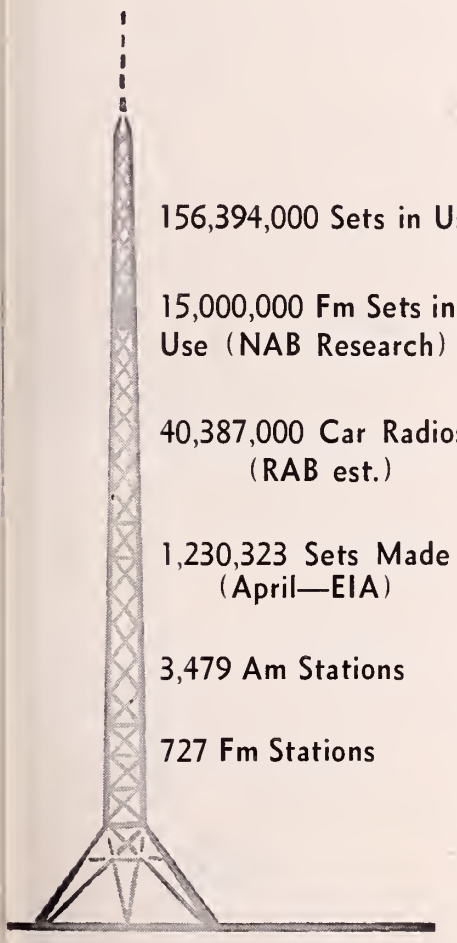
RADIO



L to R: Ray Stone, Maxon Agency; Sam Rahall; Sy Goldes; John Banzhoff; Alice Rahall; Joe Rahall; Farris Rahall; Dick Booth; "Oggie" Davies.

RAHALL RADIO: **WLCY** Tampa-St. Petersburg, Fla. **WWNR** Beckley, West Virginia
WKAP Allentown-Bethlehem-Easton **WNAR** Norristown-Philadelphia

Radio's Barometer



156,394,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

40,387,000 Car Radios (RAB est.)

1,230,323 Sets Made (April—EIA)

3,479 Am Stations

727 Fm Stations

Spot: National spot radio business in the first quarter of 1960 amounted to $40.08 million, according to Lawrence Webb, managing director of the Station Representatives Association. This figure is only slightly ahead of the first quarter of 1959, which was $39.99 million. Mr. Webb states, however, that when the second quarter totals are tabulated, they will show that spot business for the first half of the year was well ahead of 1959's mid-year totals.

Network: The Pepsi-Cola Co., Electric Autolite Co. and Renault Inc. were the three top network advertisers in terms of total home broadcasts delivered, according to A. C. Nielsen Co.'s monthly index for the period ending May 8. The beverage company used 387 broadcasts in the four-week period covered, for a total of 163,030,000 home broadcasts delivered. The total for Electric Autolite was 117,004,000, using 170 broadcasts, and 116,899,000 for Renault with 170 broadcasts. The network leader in total commercial minutes delivered, the Nielsen report shows, was Renault with 82,752,000. In second place was Electric Autolite with 81,849,000 commercial minutes delivered, followed by Pharmaco Inc., with 73,287,000.

Local: Two stations—WEJL Scranton, Pa. and WHK Cleveland—report substantial increases in business. During the first five month's of this year, billings at WEJL showed a 21 percent increase over the same period last year, according to Cecil Woodland, station general manager. He states that May billing represented the highest single month's business in the history of the station. At WHK, sales for the first quarter of 1960 showed an increase of over 31 percent compared to the same period in 1959, reports Jack Thayer, general manager and vice president. He also says that billing for the last week of May was over 43 percent ahead of the corresponding period last year.

Stations: The number of am and fm stations on the air at the end of May totaled 4,206, an increase of 20 (10 am and 10 fm) over the previous month.

	Commercial AM	*Commercial FM*
Stations on the air	3,479	727
Applications pending	634	80
Under construction	86	163

Sets: Total radio production in April was 1,230,323, including 399,963 auto receivers, according to the Electronic Industries Association. Total radio production for the first four months of the year came to 5,696,029, including 2,263,057 auto sets. This represents an increase in total radio set production of slightly more than one million units as compared to the same period in 1959. Total radio sales, excluding car radios, was 547,839; four-month total was 2,627,147. This represents an increase of almost 500,000 more sets sold in 1960 as compared to the same period last year. Number of fm sets produced in April was 61,953. The four-month cumulative fm production was 229,859. Totals for the same period in 1959 were 123,799.

— Advertisement —

For Members of Advertising Agencies and Advertisers, this summer project: Pulse invites all users of Pulse data, subscribers and *non*-subscribers alike, to participate in a rewarding project closing September 1. Just answer . . .

"HOW I USE PULSE DATA TO SOLVE A SPECIFIC PROBLEM." A letter of around 400 words will do, no thesis! And a committee of experienced judges will pick the 20 best answers, announce who won what Oct. 1, as Pulse enters its 20th year of service:

- Frank G. Boehm, Vice President Research-Promotion-Advertising Adam Young Companies
- Daniel Denenholz, Vice President Research-Promotion The Katz Agency, Inc.
- W. Ward Dorrell, Vice President Research director, John Blair & Co. Blair TV, Blair Television Associates
- Robert M. Hoffman, Director Marketing and Research Television Advertising Reps.
- Lawrence Webb, Director Station Representatives Ass'n, Inc.

#1

$500 Cash Award—Uncle Sam's own engravings for your spend-it-yourself use

#2

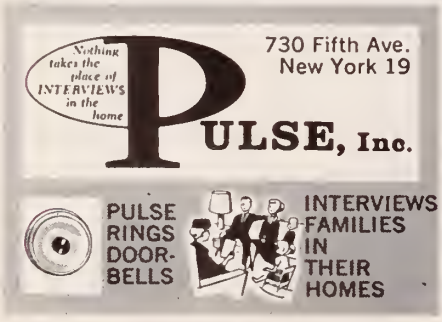
$349.95 Handsome RCA Console TV, the Chadwick, 21-inch, twin-speaker model

#3

$275 magnificent all-transistor Zenith portable; supersensitive, 9 wave-bands

And 17 Bulova Bantam Radios, the tiny $41.95 pocket-size, "jewelry-designed" gold and ebony model, only 3¼ x 2¼ x 1" in handsome gift case. Precision-crafted, 6 transistors, 6 oz., including mercury battery. Big set-volume—amazing!

"Nothing to buy — no boxtops." Get your entry certificate and details now from Pulse, 730 Fifth Avenue.



for buyers and sellers of radio advertising

U.S. RADIO

JULY - 1960 VOL. 4 - NO. 7

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Arnold Alpert — *Publisher*
Jonah Gitlitz — *Editor*
Arnold Farber — *Managing Editor*
Rollie Devendorf — *Art Editor*
Patty Kirsch — *Assistant Editor*
Barbara Saypol — *Assistant Editor*
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West Coast
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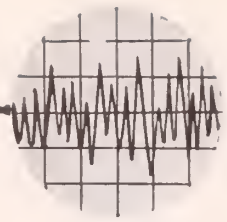
% Edith K. Whaley
216 S. Vermont
Los Angeles 4, DUnkirk 7-6169 & 6160

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BPA

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soundings



Fm Chalks Up Impressive Year In Interest by Agencies

The past advertising season has seen fm accomplish a goal it has been seeking for a long time. And that is getting the attention of national agencies. There is still much to be done, however, to have clients open up their pocketbooks on a wide scale. An analysis of fm's current outlook is contained in U. S. RADIO's second annual study (see *Fm Reaches for the Honey*, p. 25). Other parts of the fm picture are included: Program key, receiving and transmitting equipment, local advertiser success stories.

How NBC Radio Turned Red Ink to Black

NBC Radio's proclamation that it will be operating in the black in 1960 for the first time in eight years is attributable to four factors. William K. McDaniel, vice president in charge, gives these reasons: New program concept that was instituted January 4, 1960; improvements in station clearance time which now stands between 95 and 98 percent; advertiser acceptance of the new policy, and a sounder pricing structure. (*See Report from Networks*, p. 69). Mr. McDaniel reports that the network had as much net business on the books as of June 1, 1960, as the network showed for all of 1959.

Collins Finds Radio Income Related to Retail Sales

Collins Radio Co.'s study of radio investments and growth shows that radio income has a "high and reliable relation to retail sales." The report says that in 1957, U. S. retail sales were $200,172,000,000 and radio broadcast income was $528,300,000, or approximately $1 radio dollar for every $379 in retail sales. For the five-year period from 1953 through 1957, Collins finds that there was $1 of radio income for every $382 in retail sales.

Regional Management Sessions Slated by RAB for Sept.-Oct.

Successful sales, promotion, programming and management methods will highlight the agenda of Radio Advertising Bureau's annual fall Regional Management Conferences. This year's series will take place in eight areas across the U. S., from September 12 to October 10. The cities scheduled are: Utica, Ill.; Columbus, O.; Pocono Manor, Pa.; Williamsburg, Va.; Hollywood-by-the-Sea, Fla.; Austin, Tex.; Palo Alto, Calif.; Omaha, Neb.

Granco Readies Debut Of Fm Auto Radio

Granco Products Inc., pioneer in the reasonably-priced fm set, at press time was expected to unveil at the National Association of Music Merchants' trade show in Chicago this month its new "fm auto radio converter." Granco is offering in one package an fm car tuner and amplifier that is expected to list for under $50. The package does not include a speaker which reportedly can be added at nominal cost.

Powerhouse Radio Buy Turns Up Station Interest

Hicks & Greist Inc., New York, agency for Powerhouse candy, is receiving enthusiastic response from stations on special radio buy. Plan calls for Pulse survey of top tunes in each of 50 or 60 markets. One station per market is offered exclusive Powerhouse survey results, with candy firm buying schedule of spots to reach housewife and teenager.



ARTHUR GODFREY

A legend in his own time. A personality without peer. Philosopher, story teller, news maker, catalyst, he brings to each listener an immediate sense of personal participation. As if that weren't enough, he just happens to be the greatest salesman in broadcasting history. In all radio, Godfrey is the kind of company you keep . . .

ONLY ON CBS RADIO

time buys

American Tobacco Co.

Agency: *BBDO, New York*

Product: LUCKY STRIKE CIGARETTES

Part of the summer campaign for Luckies will be the radio schedule that starts in mid-July. The company will be adding radio markets throughout the country so that a total of 75 markets will be covered. Campaign will probably run through the summer. All are minute announcements. Timebuyer is Hope Martinez.

Coca-Cola Bottling Co. of New York Inc.

Agency: *McCann-Marschalk Co., New York*

Product: 12-OUNCE COKE

Introducing its 12-ounce king-size bottle to the metropolitan area surrounding New York, the bottling firm began a concentrated schedule in all media, with heavy emphasis on radio, June 27. A total of 35 stations is being used in New York, Connecticut and New Jersey. Heavy frequency scheduling calls for nearly 750 spots a week in New York, and over 1,000 spots a week in the outlying areas. Campaign will last from six to eight weeks, utilizing announcements ranging from 10-to-60-seconds. Timebuyer is Catherine Noble.

Duffy-Mott Co.

Agency: *Sullivan, Stauffer, Colwell & Bayles Inc., New York*

Product: AM & PM FRUIT DRINKS

Summer efforts of another advertiser that include radio are those of Duffy-Mott for its fruit drinks, which are now in the midst of a six-week campaign in 20 markets in the eastern part of the country. Scheduled for morning periods, the announcements are heard from 10 to 40 times a week. Spots are part live, part et's. All are minutes. Timebuyer is Steve Suren.

Ford Motor Co.

Agency: *J. Walter Thompson Inc., New York*

Product: FALCON

Supporting the market for Falcon cars, Ford began a four-week campaign this month in selected markets across the country. A two week break will be surrounded by two two-week campaigns. All minute ET's are scheduled. Markets have been added to Falcon's current schedule. Timebuyer is Bob Gorby.

General Foods Corp., Jell-O Div.

Agency: *Young & Rubicam Inc., New York*

Product: INSTANT PUDDING

Covering the country with radio, the dessert product begins a spot campaign July 11, for 16 weeks. The schedule will go into 35 to 40 markets, with day minutes from 9 to 11:30 a.m. Frequencies will vary between 10 and 15 a week. The spot campaign will supplement a network buy on Mutual, which will run at the same time. Timebuyer is Ann Purtill.

Golden Press Inc.

Agency: *Wexton Inc., New York*

Product: GOLDEN BOOKS LINE

Now that school is out Golden Books is just getting ready for the fall term. Planned for an August start, an eight-week campaign will run in three flights in markets throughout the country. Number of markets depends on the warehouse

units in each area.

After a three-week flight will come a month break, then a two-week flight, another break of about a month, and then the final three weeks. A minimum of 15 spots a week will all be minutes. Orientation sessions for representatives, briefing them on products and campaign, have been helpful so far. Timebuyer is Jean Boyde.

Walter H. Johnson Candy Co.

Agency: *Hiscks & Greist Inc., New York*

Product: POWER HOUSE CANDY

Following its policy not to leave its product unsupported in any market, and to support its dealers continuously, Johnson Candy is progressively starting radio campaigns in all markets in which its new cocoanut and chocolate flavors are being introduced. Already in a few markets, the candies begin in Detroit July 2, with expectations that 50 to 60 markets will be covered by January 1.

Reaching for the young housewife and teenage groups, the company is looking for one station in each market to broadcast its Pulse surveys of top songs, taken in each city. The company offers the station exclusive use of the survey, buys spots on the show. First schedules are for 13 weeks, then extend to a full 52-week commitment. Timebuyer is Mort Reiner.

Kiwi Polish Co.

Agency: *Cohen & Aleshire Inc., New York*

Product: SHOE POLISH

Success in radio means more radio for Kiwi. The company begins a campaign in nine midwestern markets starting July 18. Schedule calls for daytime minutes during an initial six-week run. Kiwi began and continued in radio in New England and on the West Coast, then extended the medium to Seattle and Honolulu. Timebuyer is Bob Turner.

Mary Ellen's Jams & Jellies

Agency: *Guild, Bascom & Bonfigli Inc., San Francisco*

Product: PRESERVES

Mary Ellen's radio spread includes spot saturation on 19 stations in six western and southwestern markets. These are San Francisco, Sacramento, Los Angeles, San Diego, Phoenix and Denver. The campaign, which began in June, is scheduled through April of 1961. Spots are of 55-second duration, wtih five seconds left for retail store tags. ET's are heard on personality programs from Monday through Friday.

Important factor in the campaign is the tie-in of radio with the point-of-purchase promotion material. These have been distributed to retailers throughout the marketing area. The humorous copy theme revolves around the "Masked Grandma," who robs grocers' shelves of Mary Ellen's jams because she knows they are better than any she could ever make.

Pharmaco Inc.

Agency: *N. W. Ayer & Son Philadelphia*

Product: FEEN-A-MINT AND CHOOZ

Annual effort for these laxative and antacid chewing gums picks up in the fall with a radio schedule. Spot will be used to supplement network buys on Mutual and ABC, starting in mid-September. Fall campaign is for 13 weeks in as many markets as is necessary to fill the gaps, with emphasis also on the Ne-

(Cont'd on p. 10)



SPORTS TIME

Advertisers seeking a sports audience for their sales message find it on CBS Radio. There's ex-Yankee Phil Rizzuto and Sports Time, Monday-Saturday. Through the weekend, Dave Camerer is heard 10 times with up-to-the-minute sports news. There's full coverage of events like Masters Golf, the Triple Crown, Sebring Sports Car Races. In all radio, this is the kind of company you keep...

ONLY ON CBS RADIO



STORER BROADCASTING COMPANY

33 Years of Community Service

WHEN DO YOU FREEZE A FORMAT?

The answer is very simple — never!

At least, in 33 years, we have never quite been able to manage it.

Public preference changes too fast and so do each community's needs. That is why every Storer station is locally oriented to the particular community it serves.

Only by knowing community problems from day to day have we been able to help solve them. Only through constant check on listener and viewer preferences have we been able to built loyal, responsive audiences.

Keeping the public informed and entertained, and working for a better community is a day-to-day, often an hour-to-hour, even minute-to-minute job.

We've never found a way to format community service. It's too big...too fluid...too much of a responsibility to be frozen — even for one day.

Radio	*Television*
CLEVELAND—WJW	
TOLEDO—WSPD	**DETROIT**—WJBK-TV
WHEELING—WWVA	**CLEVELAND**—WJW-TV
MIAMI—WGBS	**MILWAUKEE**—WITI-TV
LOS ANGELES—KGBS	**ATLANTA**—WAGA-TV
DETROIT—WJBK	**TOLEDO**—WSPD-TV
PHILADELPHIA—WIBG	

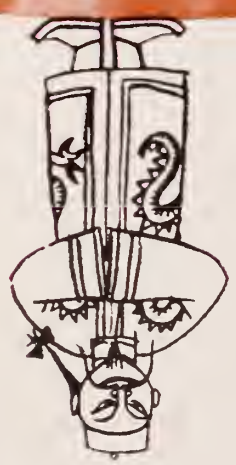
NATIONAL SALES OFFICES: : 625 Madison Ave., N.Y. 22, PLaza 1-3940 / 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

KYW is way up in Cleveland!

More blue chip accounts invest more ad dollars in KYW than in any other radio station in Cleveland. KYW is your No. 1 radio buy in Ohio's No. 1 market.

Represented by AM Radio Sales Co. Westinghouse Broadcasting Co., Inc.

WBC



time buys

(Cont'd from p. 7)

gro market. Promotion effort involves both products, with the greater share going to Feen-A-Mint.

R. J. Reynolds Tobacco Co.

Agency: *William Esty Inc., New York*

Product: CIGARETTES

Reinvesting network money in a spot buy, the tobacco company has added markets to its currently scheduled spot campaign starting the last week in June. The buy, which will run to the end of summer, involves all size markets, from the largest to the smallest. All minutes are being heard at heavy frequencies. Timebuyer is Jack Fennell.

Seabrook Farms Co.

Agency: *Smith Greenland Co. New York*

Product: FROZEN FOODS

New radio approach is being tested by this food company, which began its current campaign June 21. Scheduled for eight weeks, the company has chosen its test sites in selected Texas markets. The new copy will be evaluated when results from the campaign are in. Timebuying is handled by media director Les Towne.

Standard Brands Inc.

Agency: *J. Walter Thompson Co., New York*

Product: INSTANT TENDER LEAF TEA

Going into about 15 to 20 markets across the country, the thirst quencher begins a three-week campaign July 4. Frequencies will be 30 during the first week of the campaign, then 20 a week for the last two weeks. All are minute announcements. Timebuyer is Margot Teleki.

Sterling Drug Inc., Glenbrook Laboratories Div.

Agency: *Thompson-Koch Co., New York*

Product: CAMPHO-PHENIQUE

Part of the summer schedule for this product includes a drive against chigger bites in the South and Southwest areas of the country. A 13-week radio campaign has been mobilized to relieve sufferers in more than 30 markets, starting July 1. Frequencies vary, from three to 12 a week, depending on the market. Minute announcements will be used. Timebuyer is Bob Hall.

Twentieth Century Fox Film Corporation

Product: SONS AND LOVERS

Preceding the opening of the movie adaptation of D. H. Lawrence's classic will be a radio campaign to advertise its coming. While the release date is not set, it will be sometime in September, starting at art and mass theaters in New York, Los Angeles, Chicago and Miami. Classical music and disc jockey programs will be used for the spot announcements.

Waring Products Corp.

Agency: *Maxwell Sackheim-Franklin Bruck Inc., New York*

Product: "GUARDAIRE" AIR PURIFIERS

Underway in 13 major markets is the introductory campaign for the company's new line of Guardaire lightweight electric air purifiers. Included is an intensive spot radio campaign, initially scheduled for an eight-week run. Radio markets will be increased to cover the nation as distribution of the product is completed. • • •

washington



Depth and Breadth of Radio's News Coverage Profiled by NAB

Those on Capitol Hill who have been preoccupied with finding fault with broadcasting, might find it interesting and informative to review the results of a survey recently conducted by the National Association of Broadcasters of the news coverage provided by radio stations. The study disclosed that the typical radio station ". . . devotes nearly three hours a day to news programs, and in recent years . . . has scored significant gains in the quantity, quality and depth of its news coverage."

Survey Pinpoints Increase in Locally-Produced News Shows

Radio's community role was demonstrated by the fact that ". . . 72 percent of all radio news programs are now locally-produced by individual stations. . . . This is an increase of better than 15 percent in local news programs since 1953. Today, about one out of every seven hours of local programs is devoted to news. (The typical station broadcasts about 100 hours of local programs each week, a gain of more than 22 hours since 1953.)" Largest increases in locally-produced news programs, the NAB survey shows, have been among the large stations (10,000 to 50,000 watts in power), and among the smallest stations (100 to 250 watts).

In order to keep pace with the increases in news programming, particularly local area coverages, ". . . a total of 92 percent (of the radio stations surveyed) employ local reporters in addition to wire services, and 55 percent are served by 'stringers' or part-time correspondents. More than half also maintain mobile units for on-the-scene coverage of news developments. Nearly 82 percent employ full-time or part-time news editors."

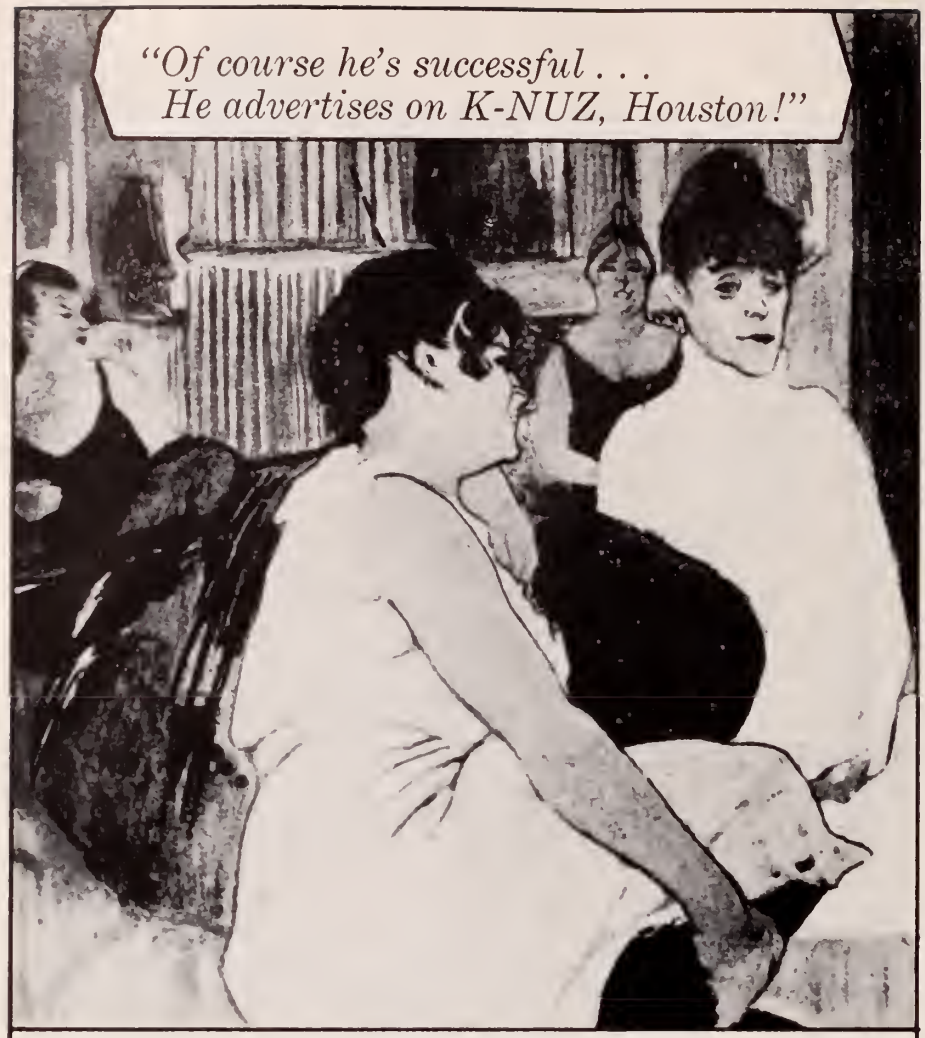
Added Station Stature Offsets High Cost of Community News

Going into the dollars and cents aspect of radio's news activities, NAB's report indicates that ". . . station managers consider news programs more costly to produce than other types of local programs. . . . About three out of every eight stations charge news program sponsors more than sponsors of other types of programs—about 20 percent more. Nevertheless, a third of all station managers surveyed by NAB consider news programs less profitable than others types of programs. In a typical comment concerning the profitability of news, one broadcaster said, 'Probably no individual newscast is in itself very profitable. However, every well done newscast adds to a station's stature in its area and is therefore profitable in the long run, even though it may return less actual money than is spent producing it.'"

Daytime Broadcasters See Some Light in Congressional Hearing

The lengthy battle of daytime broadcasters to get permission to operate for longer hours shows some signs of progress, despite the recent request of the Federal Communications Commission that Congress reject legislation that would relax the current curbs on the daytime-only broadcasters. J. R. Livesay, chairman of the board of the Daytime Broadcasters Association, questioned some of the reasons and data given by the FCC for maintaining the curb in testimony given before the House Commerce Communications Subcommittee. Mr. Livesay pointed out that the additional time would only apply during the winter months, and would average only 60 to 90 minutes additional broadcasting time. A number of the subcommittee members, including Chairman Oren Harris, indicated that they might be in favor of conducting a limited test.

(Cont'd on p. 12)



The Salon . . . Toulouse Lautrec (1864-1901)

Put your advertising dollars
on the No. 1* BUY in HOUSTON . . . **K-NUZ**

. . . lowest cost per thousand!

*See Latest Surveys for Houston



24 HOUR MUSIC and NEWS

National Reps.:
THE KATZ AGENCY, INC.
- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON.
CALL DAVE MORRIS
JAckson 3-2581

AIMS



MEMBER OF
TEXAS QUADRANGLE

WASHINGTON (Cont'd from p. 11)

NAB Committee Mapping Plans For 39th Annual Convention

Members of the recently appointed Convention Committee are preparing to draw up their plans for the 39th annual convention of the National Association of Broadcasters, which will be held in Washington next May. The members of the Committee are Dwight W. Martin, chairman of the board, WAFB-TV Baton Rouge, La.; Campbell Arnoux, chairman of the board, WTAR-TV Norfolk, Va.; Thomas C. Bostic, president, Cascade Broadcasting Co., Yakima, Wash.; Henry B. Clay, executive vice president, KTHV Little Rock, Ark.; C. Wrede Petersmeyer, president, Corinthian Broadcasting Co., New York; Odin S. Ramsland, general manager, KDAL Duluth, Minn.; W. D. "Dub" Rogers, president KDUB-TV, Lubbock, Tex., and Jack S. Younts, president and general manager, WEEB Southern Pines, N.C.

Board of Directors Sets NAB Goals for Six-Month Period

NAB plans for the coming six months, which were mapped out at the semi-annual meeting of the NAB board of directors late last month, are being passed along to the members. Among the subjects taken up by the 43-man board were legislative and regulatory proposals affecting broadcasting, further strengthening of industry self-regulation and public relations activities for both radio and television.

At its meeting, the radio board elected Thomas C. Bostic, president of the Cascade Broadcasting Co., Yakima, Wash., as its new chairman. Merrill Lindsay, executive vice president of the Illinois Broadcasting Co., Decatur, Ill., is new vice chairman.

On the final day of the three-day meeting, the radio and television boards met jointly after conducting separate sessions. A report was heard from C. Howard Lane, vice president and managing director of KOIN-TV Portland, Ore., and chairman of the NAB Selection Committee. Mr. Lane reported on his committee's efforts to find a successor to Harold E. Fellows, late NAB president. • • •

the *Silver Mike*



THIS MONTH:

CHARLES FREDRIC RABELL

President and Co-Owner, KITT-FM San Diego, Calif.
President, NAFMB

A Practical Broadcaster Heads NAFMB

Fred Rabell, president of the National Association of Fm Broadcasters, is characteristic of the pragmatic broadcaster who has largely been responsible for the vitality of fm today.

Mr. Rabell, president and co-owner of KITT (Fm) San Diego, Calif., has had 30 years experience in practical broadcasting, most of it in am. He and his wife, Dorothy, sold their am station in 1957 to devote themselves entirely to making a profit in the high fidelity medium.

But before then, Mr. Rabell had been a part of six different am operations. He began at WCOA Pensacola, Fla., 30 years ago and went from there to WDLP Panama City, Fla., and to WJHP Jacksonville, Fla. After serving as Lt. (j.g.) during World War II, he came back to civilian life as manager of WNCA Asheville, N.C.

In 1951, he and his wife bought KSON San Diego. Six years later they sold the am station, keeping KSON-FM and changing the name to KITT. They took KXOC Chico, Calif., in partial payment, but after six months decided to spend full time on the fm operation.

Besides being president of the NAFMB, Mr. Rabell keeps busy promoting and counseling the fm medium. He is also a member of the Fm Committee of NAB and of the Southern California Fm Broadcasters Association.

With the management of most fm stations wearing many hats, the Rabell's get along very well with a minimum staff. The husband and wife team handles much of the sales and programming themselves, even taking stints at the microphone.

The programming format revolves around the Rabell concept of familiar music. Its easy listening programming is also carried out in the station's policy of allowing only six announcements to the hour.

Mr. Rabell, a native New Yorker, has been at the forefront in the building of NAFMB as a sales promotion organization concerned with the practical matters of selling the concept of fm use to agencies and advertisers across the country. • • •



WJBK RADIO
IS
DETROIT

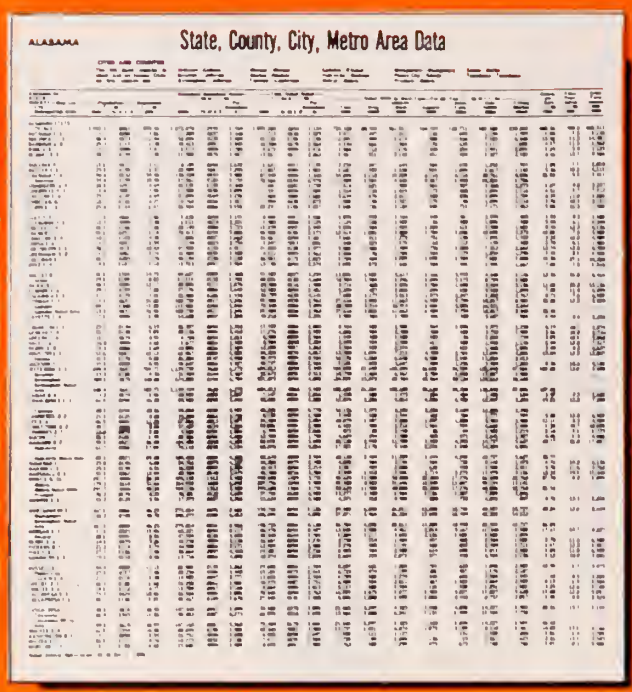


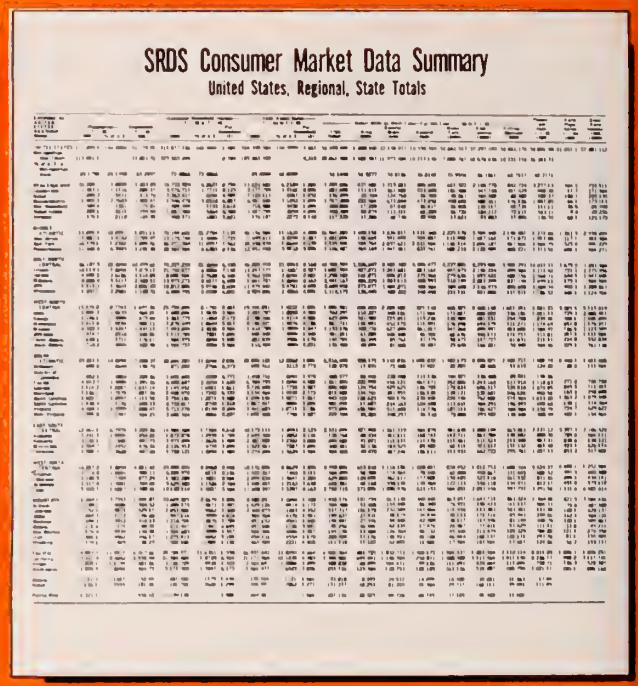
the **STORER** *station backed by 33 years of responsible broadcasting*

Now ready to use...UP-DATED consumer market information

SRDS July issues reflect estimates of January 1, 1960 market conditions

(WORTH WAITING FOR. This revised data would normally have appeared in SRDS MAY issues. This year we waited for some very important new retail trade data gathered by Federal agencies, just released. However, the delay is offset by more accurate market data estimates now available in SRDS for use in the evaluation and selection of markets and media.)







Grey Advertising's media executives working with SRDS market and media data during a new-client meeting.

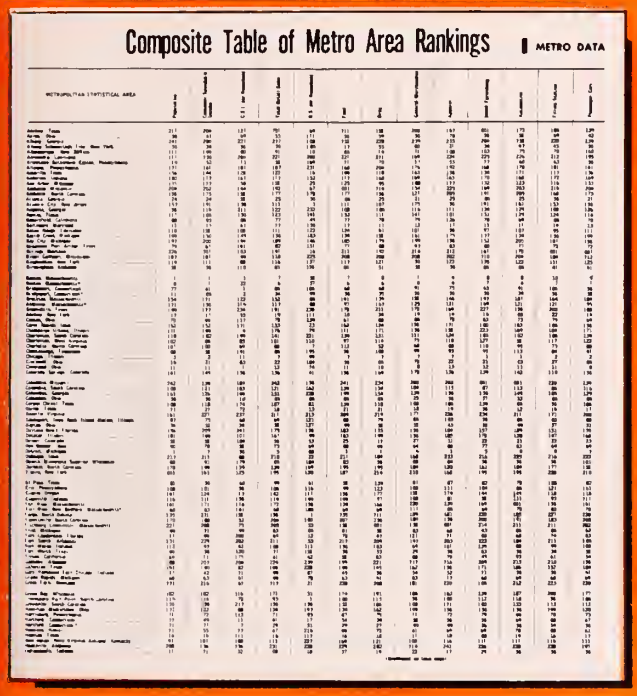
Helen Wilbur, Media Group Supervisor; Aileen Barry, Chief Print Buyer; Ken Kearns, Chief Time Buyer; Gene Accas, Associate Director of Media; Joan Stark, Media Group Supervisor; Phil Branch, Media Group Supervisor; Dr. E. L. Deckinger, Vice President and Director of Media.

Accessibility and convenience of up-to-date SRDS consumer market data and media maps prompt wide use by buyers of media

Every 6 months STANDARD RATE & DATA SERVICE publishes new and complete national market data—covering all counties in the United States. This data is kept current in interim months by the addition of significant changes.

This is the only service in the country that provides you with such frequent re-evaluation of the statistics upon which media and marketing decisions must be based.

The July issues of SRDS Spot Radio, Spot TV, and Newspaper books will contain latest figures on population, households, consumer spendable income and retail sales by states, counties, cities and metropolitan areas. The Farm Section of the Consumer Magazine book also contains up-dated market information.





The Grey agency market-media session pictured here represents but one of a hundred and one ways SRDS market data sections are used every day. A survey shows that approximately 3 out of 4 agencies billing over $5,000,000 make use of SRDS consumer market data sections and media maps. In the normal process of market selection and media evaluation, market information and media information go hand-in-hand. Having them together in SRDS is a great convenience to both buyer and seller of space or time.

So it makes sense for a medium to register its *whole* sales story by advertising its market and market coverage in the market data sections of SRDS, and its special values as an advertising medium on the listing pages.

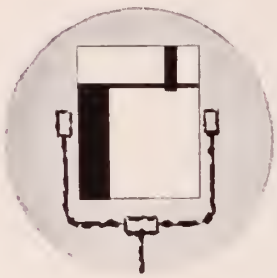
SRDS

Standard Rate & Data Service, Inc.

The National Authority Serving the Media-Buying Function

C. Laury Botthof, *President and Publisher*
5201 Old Orchard Road, Skokie, Illinois
ORchard 5-8500
Sales Offices:
Skokie • New York • Los Angeles • Atlanta

AVAILABLE SOON...



Bound sets of U. S. RADIO

In two indexed volumes . . . from the first issue of October 1957 through December 1959 . . .

Due to numerous requests for complete sets of issues, U.S. RADIO will have bound soon a limited number of indexed volumes. These will include all issues of U.S. RADIO from October 1957 to December 1959 inclusive.

For information, write:

(Only advanced orders can be guaranteed delivery):

Reprints
U.S. RADIO
50 West 57 Street
New York 19, N. Y.

For future articles that really "dig" into the depths of sound radio advertising . . . be sure you see each monthly issue of U.S. RADIO.

Enter Your Subscription Today

$3 For 1 Year

$5 For 2 Years

U.S. RADIO **SUBSCRIPTION**

50 West 57th Street
New York 19, N. Y.

Please see that I receive ***U.S. RADIO***

1 YEAR $3 ☐ 2 YEARS $5 ☐

Name_____ Title_____

Company_____

Type of Business_____

☐ Company or

☐ Home Address_____

City_____ Zone____ State_____

PLEASE BILL ☐ PAYMENT ENCLOSED ☐

LETTERS TO THE EDITOR

Fm Radio

Kindly begin this station's subscription for this fine magazine entitled U. S. RADIO. I find that you offer the finest coverage of anyone of what's going on in the fm radio world. Keep the fm stories coming...

Roy A. Hodges
Director of Sales
WFMZ Allentown, Pa.

Negro Radio

We are presently embarking on a local radio campaign directed to the total Negro market in the Baltimore-Washington area. From this we plan to enter . . . other key Negro market areas, using radio as one of our prime media.

Any marketing information related to the Negro markets which would aid our company in selecting cities to promote our product would be appreciated. . .

Robert Hyatt
President
Kennison Products Co., Baltimore

Plaudits

After an all-night recording session, the article (*How to Brand a Paper Plate*, May 1960) certainly gave me a "lift." You most capably captured the effort that went into this campaign. . .

Mitch Leigh
President
Music Makers Inc., New York

I usually try to make sure the magazines I spend my time in reading have some real worth. . . I compliment myself if I can get at least one good idea from a magazine. In going over one copy of your publication, which I hope is representative, I picked up five excellent ideas that will be a real help to me.

Looking forward to receiving the issues.

Paul A. Stewart
President
Wisconsin Christian Broadcasting Foundation

Public Service Record

That you have devoted your May issue to a comprehensive account of the activities of radio in the public interest is highly gratifying, particularly as the job has been done so very well. You have recognized the transcendent importance of telling the story of this phase of radio broadcasting at a time when there is an especially vital need for widespread understanding of radio's contributions.

John F. Meagher
Vice President for Radio
National Association of Broadcasters, Washington, D.C.

Your special issue on *Radio in the Public Interest* was full of valuable information and beautifully put together. . . This issue is evidence enough why U. S. RADIO has gained such an excellent reputation in such a short time.

Sydney H. Eiges
Vice President, Public Information
National Broadcasting Co.
New York

My hearty congratulations on a fine issue.

Paul Blakemore
Director of Advertising
John Blair, New York

You certainly deserve praise for your coverage of *Radio in the Public Interest*. It is well stated and very comprehensive.

Shirl K. Evans
Manager
WFBM Indianapolis

Thought you would like to know of the excellent public service promotion that we have embarked upon. At the request of the local United States Air Force recruiting service we have sponsored a WJPS Recruiting Flight. Through our production staff utilizing real swinging tailor-made copy, we are setting our sights on a 100-man goal for Air Force recruitment in our area. The response is terrific. . .

Verne Paule
General Manager
WJPS Evansville, Ind.

Growing Up

. . . all of us at Avery-Knodel have watched with interest the growth of U. S. RADIO from a toddling to a full-grown member of the field of radio trade publications. . . You have done a fine job.

John J. Tormey
Vice President
Avery-Knodel Inc., New York

To our advertisers
on our
30th birthday—
THANKS

Along with our loyal
listeners you have
given us
radio dominance
in South Carolina

Ask your PGW Colonel about avails for sales on South Carolina's dominant station.

WIS
COLUMBIA, S.C.
NBC · 560 KC · 5000 WATTS

G. Richard Shafto, Exec. Vice President
W. Frank Harden, Managing Director

NOW we can offer you
PROVEN RESULTS*
with these
TELE-BROADCASTER STATIONS

IN Hartford (CONNECTICUT) - WPOP
IN Kansas City - KUDL
IN Los Angeles (SPANISH LANGUAGE MARKET) - KALI
IN San Francisco (SAN MATEO) - KOFY

★ TOP RATINGS IN AUDIENCE
★ MORE LISTENERS PER DOLLAR
★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

In Chicago



... the **Art Institute** boasts the world's largest collection of French Impressionist paintings. And over the years, it has painstakingly acquired a priceless collection of El Grecos—including his incomparable masterpiece shown here—"The Assumption of the Virgin."



In Chicago

WGN

RADIO

reaches more homes
than any other
Chicago advertising medium.

WGN IS CHICAGO

Quality • Integrity • Responsibility



Endeavoring, always to render the greatest service to the greatest number

WKLO takes great pride in the two awards for 1959 presented jointly by the Associated Press of Kentucky and the University of Kentucky— "overall news coverage" and "coverage of a single story"—only Kentucky station to win two awards

Louisville leader in family radio (Nielsen-Pulse)

DETAILS FOR THE ASKING—BILL SPENCER OR YOUR NEAREST EAST/MAN

robert e. eastman & CO., inc.  national representative

AIR TRAILS stations are WEZE, Boston; WKLO, Louisville; WING, Dayton; WCOL, Columbus; and WIZE, Springfield, Ohio.

c· buyers and sellers of radio advertising

U.S. RADIO

FM Supplement



SECOND ANNUAL SUPPLEMENT

JULY 1960



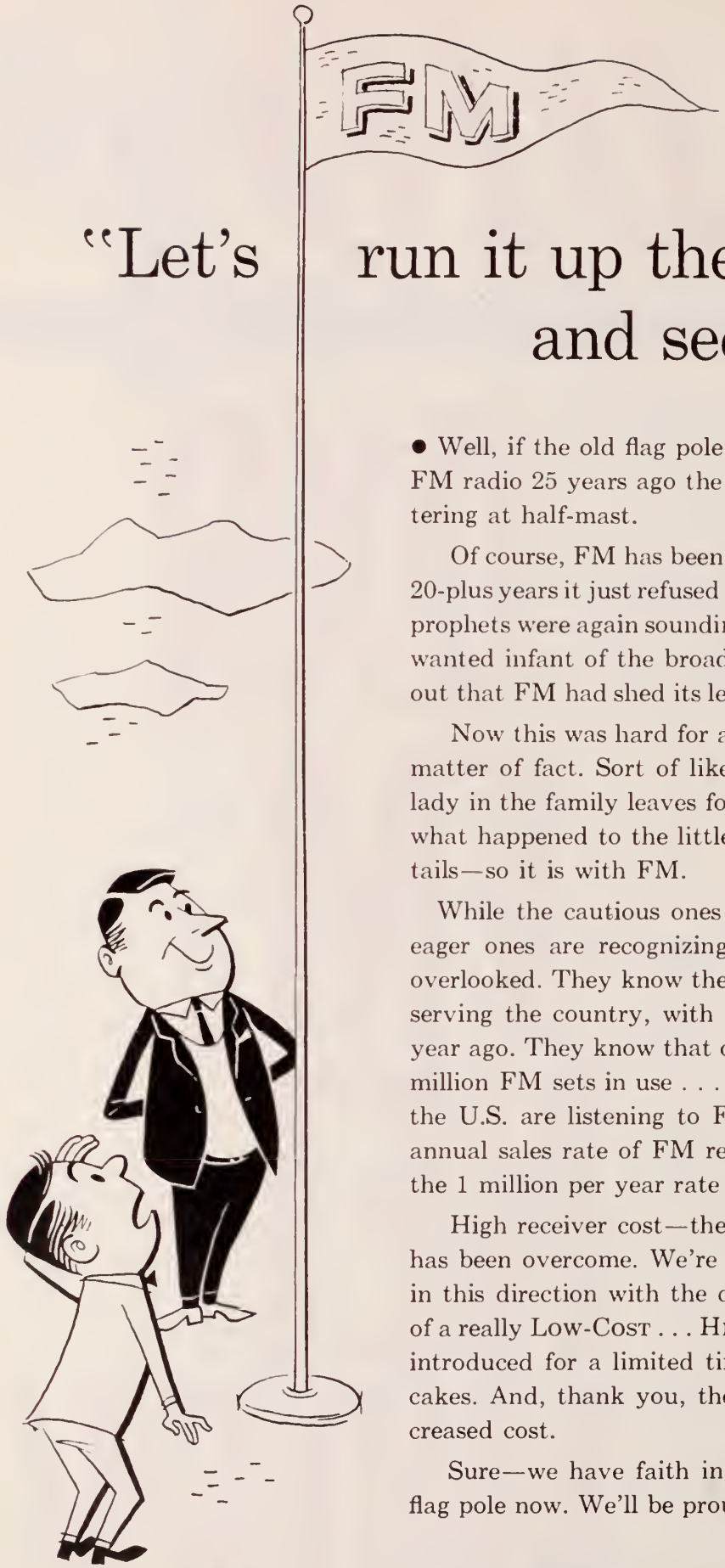
The nation's largest FM radio network, reaching a quality audience in major metropolitan markets with the good music of WQXR, America's Number One Good Music Station.

Albany-Troy-Schenectady, N.Y. **WFLY-FM**
Allentown-Bethlehem-Easton, Pa. **WFMZ**
Baltimore, Md. **WITH-FM**
Binghamton, N.Y. **WNBF-FM**
Boston, Mass. **WXHR**
Buffalo, N. Y. **WGR-FM**
Ithaca-Elmira, N. Y. **WRRA-FM**
Jamestown, N. Y. **WJTN-FM**
New Haven-Hartford, Conn. **WNHC-FM**
Olean, N.Y. **WHDL-FM**
Philadelphia, Pa. **WFIL-FM**
Poughkeepsie, N.Y. **WKIP-FM**
Providence, R.I. **WPFM**
Rochester, N.Y. **WROC-FM**
Southern New Jersey **WSNJ-FM**
Syracuse, N.Y. **WSYR-FM**
Utica-Rome, N.Y. **WRUN-FM**
Washington, D.C. **WASH-FM**
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Also representing:
Cleveland, Ohio **WDOK-FM**
Detroit, Mich. **WLDM-FM**
Indianapolis, Ind. **WFBM**
Miami, Fla. **WWPB-FM**
Milwaukee, Wis. **WFMR**
Minneapolis, Minn. **KWFM**
Norfolk, Va. **WRVC-FM**
San Diego, Calif. **KFSD-FM**
San Francisco, Calif. **KAFE-FM**

Write or call today for up-to-the-minute data on markets and audience.
The QXR Network,
229 West 43 Street,
New York 36, N.Y.

QXR FM NET-WORK



"Let's run it up the flag pole and see who salutes"

• Well, if the old flag pole problem-solver had been applied to FM radio 25 years ago the banner would probably still be fluttering at half-mast.

Of course, FM has been around for a long time, but for some 20-plus years it just refused to grow up. Even recently, the doom-prophets were again sounding the funeral dirge for FM—the unwanted infant of the broadcast industry. But they soon found out that FM had shed its lethargy. Suddenly it had come of age.

Now this was hard for a lot of people to realize. Still is, as a matter of fact. Sort of like the shock we get when the young lady in the family leaves for her first formal dance—we wonder what happened to the little tyke with the runny nose and pigtails—so it is with FM.

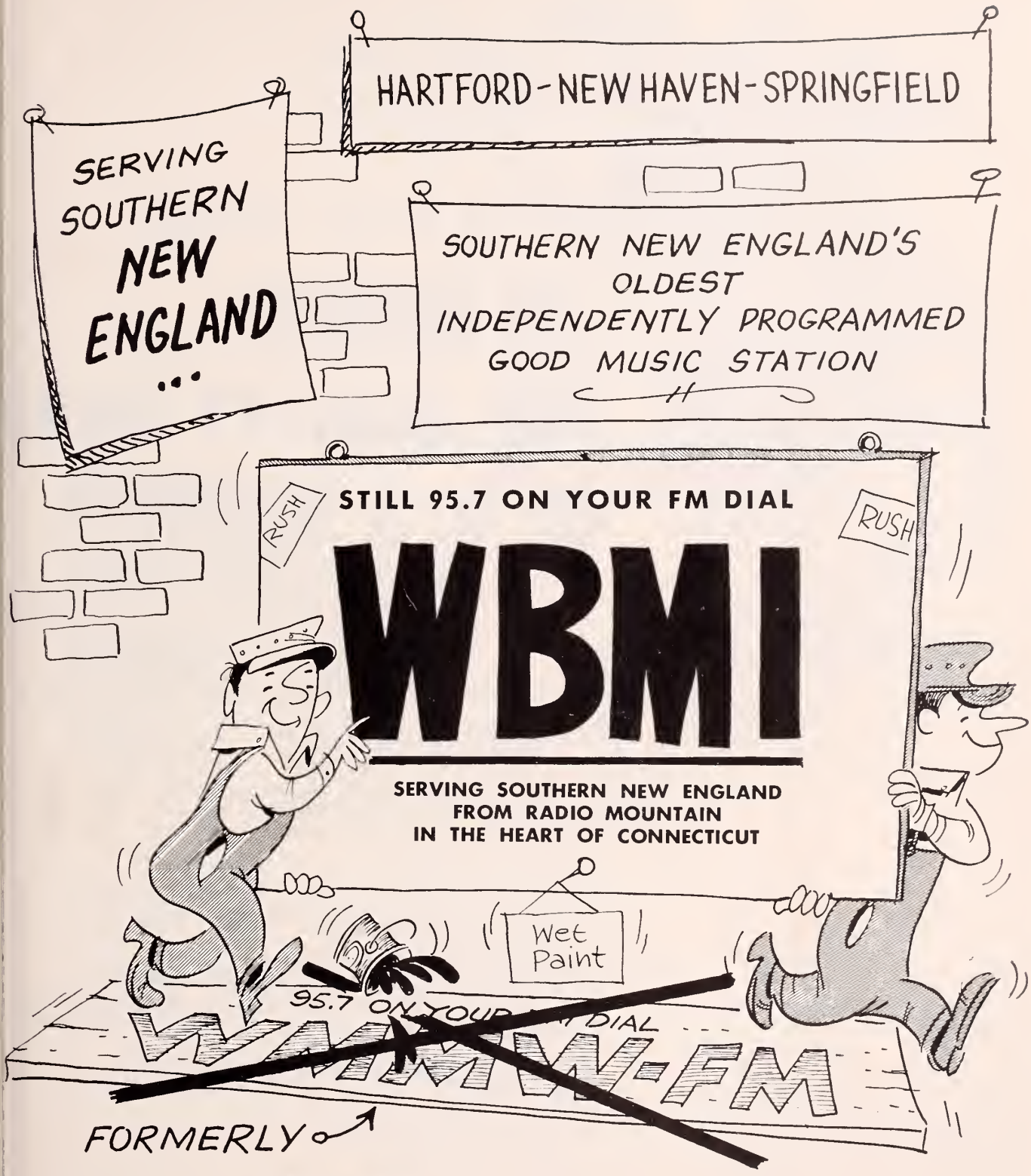
While the cautious ones sit tight, waiting to be "sold," the eager ones are recognizing a surging potential that can't be overlooked. They know there are already over 700 FM stations serving the country, with authorizations increased 123 over a year ago. They know that official NAB figures report over 15½ million FM sets in use . . . that more than 43% of all homes in the U.S. are listening to FM radio. They also know that the annual sales rate of FM receivers is soaring, having surpassed the 1 million per year rate last year.

High receiver cost—the final drawback of FM expansion—has been overcome. We're proud to have made a contribution in this direction with the design, development and production of a really LOW-COST . . . HIGH QUALITY FM receiver. Originally introduced for a limited time at $19.95, the sets sold like hot cakes. And, thank you, they're still selling . . . at slightly increased cost.

Sure—we have faith in FM. Run that FM banner up the flag pole now. We'll be proud to lead the salutes!

SARKES TARZIAN, INC., Broadcast Equipment Division

BLOOMINGTON, INDIANA

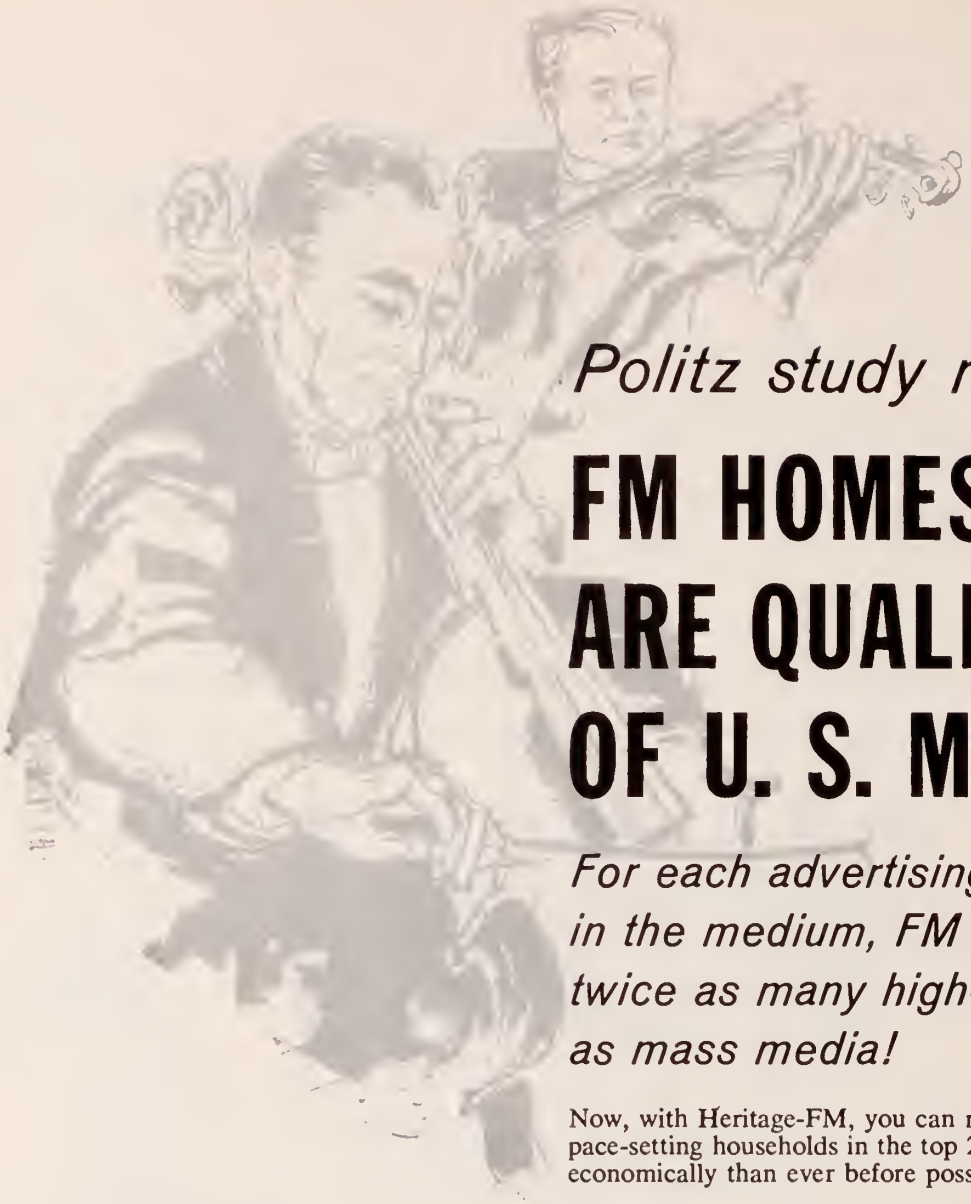


WBMI

Studios and offices in the heart of Connecticut
Meriden

Call Carl Schultz General Manager
Hartford—Jackson 2-4380

MEMBER
NAFMB



Politz study reveals...

FM HOMES ARE QUALITY THIRD OF U. S. MARKET!

For each advertising dollar invested in the medium, FM reaches almost twice as many high-income families as mass media!

Now, with Heritage-FM, you can reach these influential, pace-setting households in the top 25 markets more economically than ever before possible!

Heritage Stations give you:

- Economical coverage of the major markets in the nation.
- An audience with the ability and the willingness to buy quality products and services.
- Unmatched quality of programming.
- A minimum number of showcased commercial messages.
- Carefully screened commercials, with no disturbing musical effects.
- Superior promotion.

To an advertiser, Heritage Stations mean assurance of:

- Uniform quality.
- Single order for all markets.
- One set of copy instructions.
- Complete FM research.

Heritage Stations are, or soon will be on the air in: Atlanta, Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Denver, Detroit, Houston, Kansas City, Los Angeles, Miami, Milwaukee, Minneapolis-St. Paul, New York, Philadelphia, Pittsburgh, Portland, Providence-Hartford, St. Louis, San Diego, San Francisco, Seattle, and Washington, D.C.

For full information on the 1960 Alfred Politz Major Market FM Study, contact:

HERITAGE STATIONS REPRESENTATIVES

625 Market Street, San Francisco — 28 West 44th Street, New York City



Fm Reaches For The Honey

Fm has just gone through a major year of development in attracting the interest of national agencies; the big job ahead is cashing in on the interest

Also See:

- *Fm Sets and Equipment*.....*p. 32*
- Harper's *Use of Fm*.....*p. 36*
- *Local Ad Success Stories*.....*p. 40*
- *Fm Station Key*.....*p. 45*

If anyone asks, "What's new in fm?," he is likely to encounter a review of parading signs and banners, each spelling out significant accomplishments of the past year. Like a spectator at a ping pong match, his head will swivel to the passing placards marking the strides the hi-fi medium has made as it establishes its personal identity.

To be sure, the past months since U. S. RADIO examined fm in July 1959 have been ones of major development, although the progress cannot be measured as fully in dollar volume or gross receipts.

But the underlying factors that have led to a boost in the number of fm stations on the air from 612 a year ago to 727 today are creating a stir in the media world.

The sweet smell of success has in-

(*Supplement p. 3*)

duced an abundance of new investments in the medium in the form of new program services, networks and groups; new national representation; new fm set models; new associations.

And that same honeyed scent is manifesting itself in the vitality of the program groups, representatives and set makers already in the fm business.

Advertiser investment in fm is growing at a steady pace. Most of it is still local. But important gains have been made this past year at the national level, especially if measured in the interest agencies have shown in fm.

According to the U. S. RADIO questionnaire survey that included returns from 342 stations, nearly a 60 percent return, the average fm station selling time has about 39 percent of its available commercial time sold. The heaviest weight of this is in hometown business. The survey shows that the average station's billings are 82.3 percent local and 17.7 percent national.

The strides fm has made in the past year have added up to creating and establishing an image as a separate medium. The four major characteristics that must be considered as a whole are:

- Programming
- Sound
- Class medium sales argument
- Commercial protection

Most fm operators agree that programming is the springboard for their success. It also must be observed in this regard that a handful of am stations line up on the side of fm because of the nature of their *programming*.

HOOPER EVIDENCE

Below is a list of 21 markets in which 35 fm stations have shown up in the regular Hooper reports the past eight months or more. The stations include 32 independent fm outlets and three that are separately programmed from the am. The individual shares of audience range from one percent to four percent (although in one report an fm outlet recorded a six percent share). Hooper feels the results are significant of fm's growth because the sample in each case is not shaped in any way to seek out the fm listener. Also, a year ago only three markets had fm stations that turned up in the Hooper reports. The markets and the number of fm stations that have appeared regularly are:

Albany, N. Y.	1	Los Angeles	2
Allentown, Pa.	1	Pittsburgh	1
Bakersfield, Calif.	1	Sacramento, Calif.	2
Chicago	3	San Bernardino-Riverside, Calif.	3
Cleveland	1	San Diego	1
Denver	1	San Francisco	1
Detroit	4	Syracuse, N. Y.	1
Houston	3	Washington, D. C.	1
Kansas City, Mo.	4	Toledo, O.	1
Lansing, Mich.	1	Wilmington, Del.	1
Lincoln, Neb.	1		

Just what is fm programming? It is a variety of things. Classical music predominates, of course, but it is not restricted to this. Some of the most successful fm-only operations today play better-type popular music and standards.

There is, however, one element of programming that appears to unify almost all fm stations—and that is *instrumental* music. All music formats considered, the U. S. RADIO survey points out that the music on the average fm station is 82 percent instrumental and 18 percent vocal. As an example, one fm station that plays some rock 'n roll, plays instrumental versions of it.

A second characteristic of fm, of course, is its sound. The hi-fi static-free signal has shaped a boom in fm set production (see *Fm Equipment Surge*, p. 32). The introduction on the market of American-made fm car radios is a key part of the picture.

The third factor that forms fm's identity is the image of a better-heeled, higher-schooled, listening family. Most research up to this point has verified the image.

A composite of 16 market studies by Pulse, put together by the National Association of Fm Broadcasters as a national insert for fm station presentations, illustrates the point: 21.4 percent of fm listeners earn between $7,500 and $10,000, 14.4 percent between $10,000 and $15,000 and 28.4 percent between $5,000 and $7,500; 29 percent of listeners are either professional people, proprietors or executives.

The final element in fm's profile is the commercial protection afforded an advertiser. While this is not limited to fm, it does prevail throughout the hi-fi medium. In general, an fm station will accept between four and six commercials an hour. In addition, there is a great deal of program selling, quarter-hours, half-hours and hours.

Progress and Problems

The most important progress chalked up by fm this past advertising season has been the achievement of a long sought-after goal—getting the listening ear and attention of major national agencies.

Important ad shops have listened to fm salesmen, have even taken their own fm surveys, have compiled

data, have admitted that the "quality" story tickles their sense of advertising, have talked it over with clients (in many cases at the latters' requests) and, in a few instances, have bought fm time. But the amount of actual time purchased is insignificant and it is at the national level that many feel fm must direct its greatest effort.

Some of the important buys of the past season are Hamilton Watch Co., Esso, Arnold Bread, British Overseas Airways Corp., Japan Airlines, Grace Lines, Air France, Tuborg Beer, Danish Blue Cheese, among others.

The winning of local business, at the same time, has created noticeable gains. While the battle is far from won, local merchants are paying for fm's bread and butter. On page 40 is the beginning of 36-primarily local advertiser success stories on fm, as reported by stations in their questionnaires. The variety of account and the results achieved testify to the pulling power of fm as an advertising medium.

The formation last fall of the National Association of Fm Broadcasters primarily as a sales promotion organization has gone a long way in uniting a medium that had heretofore been badly splintered. The NAFMB started as an outgrowth of two former attempts to organize an industry association. It had 28 members last September; last month it had more than 150. And Fred Rabell, NAFMB president (and head of KITT (FM) San Diego), reports that members are now being added at the rate of five stations a week.

The association is starting a monthly letter on sales and promotion ideas.

But one of the biggest steps taken so far is an agreement the association has with Fm Broadcasting System Inc., Chicago, a subsidiary of the Keystone Broadcasting System Inc. This new representative firm will handle the sale of spots that NAFMB stations have agreed to turn over to the organization's research and promotion fund.

Member stations have agreed to donate the revenue from three 1-minute spots a day for a year to the association's efforts; so far almost 50 members of the NAFMB have signed time contribution pledges on a vol-

(Cont'd on p. 28)

16 PULSE'S

The National Association of Fm Broadcasters has compiled in a flip-card presentation a composite of the research gained in 16 separate Pulse studies of last year. Here are the NAFMB figures:

Average fm set penetration		**43.5 percent**
Fm homes listening sometime each week		**56.5 percent**
Fm homes listening each and every day		**51.3 percent**
Fm listeners who are	college graduates	**37.0 percent**
	high school graduates	**33.5 percent**
	some college	**12.4 percent**
	some high school	**8.9 percent**
Fm listeners who are between the ages of		
	19 and 35	**25.0 percent**
	35 and 50	**37.0 percent**
	over 50	**35.0 percent**
	under 18	**3.5 percent**
Fm listeners with incomes between		
	$ 7,500 and $10,000	**21.4 percent**
	$10,000 and $15,000	**14.4 percent**
	$ 5,000 and $ 7,500	**28.4 percent**
	$ 3,000 and $ 5,000	**15.2 percent**
	$ 2,000 and $ 3,000	**4.2 percent**
	Over $15,000	**4.0 percent**
	Refused to answer	**12.2 percent**
Fm listeners who are		
	professional men, proprietors, or business executives	**29.0 percent**
	white collar workers	**20.1 percent**
	laborers and skilled technicians	**28.6 percent**
	miscellaneous	**22.3 percent**
Those who listen in the		
	living room	**47.3 percent**
	bedroom	**22.8 percent**
	kitchen	**14.0 percent**
	den	**8.2 percent**
	other places	**7.7 percent**
Those who listen between		
	6 a.m. and 9 a.m.	**16.0 percent**
	9 a.m. and 12 Noon	**13.0 percent**
	12 Noon and 6 p.m.	**23.0 percent**
	6 p.m. and 9 p.m.	**45.0 percent**
	9 p.m. and Midnight	**20.0 percent**
Those who listen to		
	consoles	**50.0 percent**
	table models	**35.0 percent**
	component parts	**15.0 percent**
Multiple fm set homes		**13.0 percent**
Offices and business establishments with fm sets		**10.0 percent**

(Supplement p. 5)

10,412 *more*
FM HOMES
in 4 months!



We don't claim every one of the 10,412 *new* homes all the time, but we do point with pride to this upsurge in FM circulation (now totalling 197,557 homes in our area) coincident with WFBM-FM's operation since Thanksgiving Day, 1959.

WFBM-FM, Mid-America's most powerful commercial FM station, dominates this golden circle of sales potential, operating 19 hours daily with separate, quality programming. Let the Golden Sound of the Middle West carry your sales message to the choice customers that constitute WFBM-FM's audience.

Walker-Rawalt has the details.

INDIANAPOLIS INDIANA
WFBM fm 94.7mc
"GOLDEN SOUND OF THE MIDDLE WEST"

(Cont'd from p. 27)

untary basis. There has been talk that the NAFMB has interested a major car company in making the one-year purchase on the stations.

Fm Broadcasting System will also serve in a normal representative capacity for those stations that do not presently have national representation. It will maintain offices in New York, Chicago, Detroit, Los Angeles and San Francisco.

The interest in fm has also prompted other promotion pushes. The National Association of Broadcasters has been publishing for about two years a monthly letter called *FM-Phasis*. Radio Advertising Bureau this past May started a monthly letter called the *Fm Local Radio Salesman*, a counterpart of the same type of letter sent to am stations. In addition, RAB plans to release two monthly promotion pieces. The first included "Profile of a Boom," a report on fm set production and sales, and a round-up of beer advertisers on fm.

"Profile of a Boom" shows the dramatic increase in sale of fm sets over the past year, a 385 percent increase in U. S. factory sales, among other highlights.

The round-up of beer firms shows how five different beer companies turned to fm to help solve pesky marketing problems. Future round-ups will include appliance and music stores, banks, auto dealers, food products, among others.

Just last month, the need to give fm a further push locally prompted the formation of the Fm Broadcasters of Greater Kansas City, Mo., formed as a division of the Electric Association. Among the two main objectives of the association is to inform the public of the attributes of fm and to promote the use of fm among agencies and advertisers.

Chris Stolfa, commercial manager, KCMO-FM, was elected first chairman. In addition to KCMO-FM, stations include KCJC, KCMK and KXTR, plus WDAF-FM and KBKC-FM, which are expected on the air in the fall. In addition, two educational fm stations have affiliated with the new association—KANU and KCUR.

This new association follows in the footsteps of the Southern California Fm Broadcasters Association, which was formed more than a year ago to promote advertiser awareness and use of fm in the area.

But as fm has taken important steps to solve some old problems—the need for promotion and organization, and gaining the attention of national agencies—it has found itself faced with some brand new problems.

One of the big obstacles it must hurdle is that of convincing agencies that the exciting "quality" story can be completely documented and justified in terms of numbers of listeners.

"Fm must justify itself as a media buy," states Adam Young, president of Adam Young Fm Sales Inc., whose newly-formed organization marks the first time a major radio-tv representative has entered fm representation.

"Fm cannot compete with other radio on a cost-per-thousand basis. But through conservative use of available research we believe it is possible to get the cost down to $2 per thousand listeners. In am, we generally shoot for under $1 per thousand listeners."

Agency executives agree that the biggest need in fm today is concrete sales presentations that media people can understand in their own terminology. Sales presentations that state how many people are listening and at what time periods. Agencies insist this is not a plea for fm to enter the "numbers game," but rather the need from their point of view to justify fm to their clients.

A second "new" problem that fm faces is the observation that the gap between am and fm programming may be narrowing. This may not be a major problem now, but if more am stations continue to program better music, what lies ahead for fm?

NAFMB's Mr. Rabell believes that fm will be a primary choice as a music medium. He is of the belief that am will further itself through

(Cont'd on p. 30)

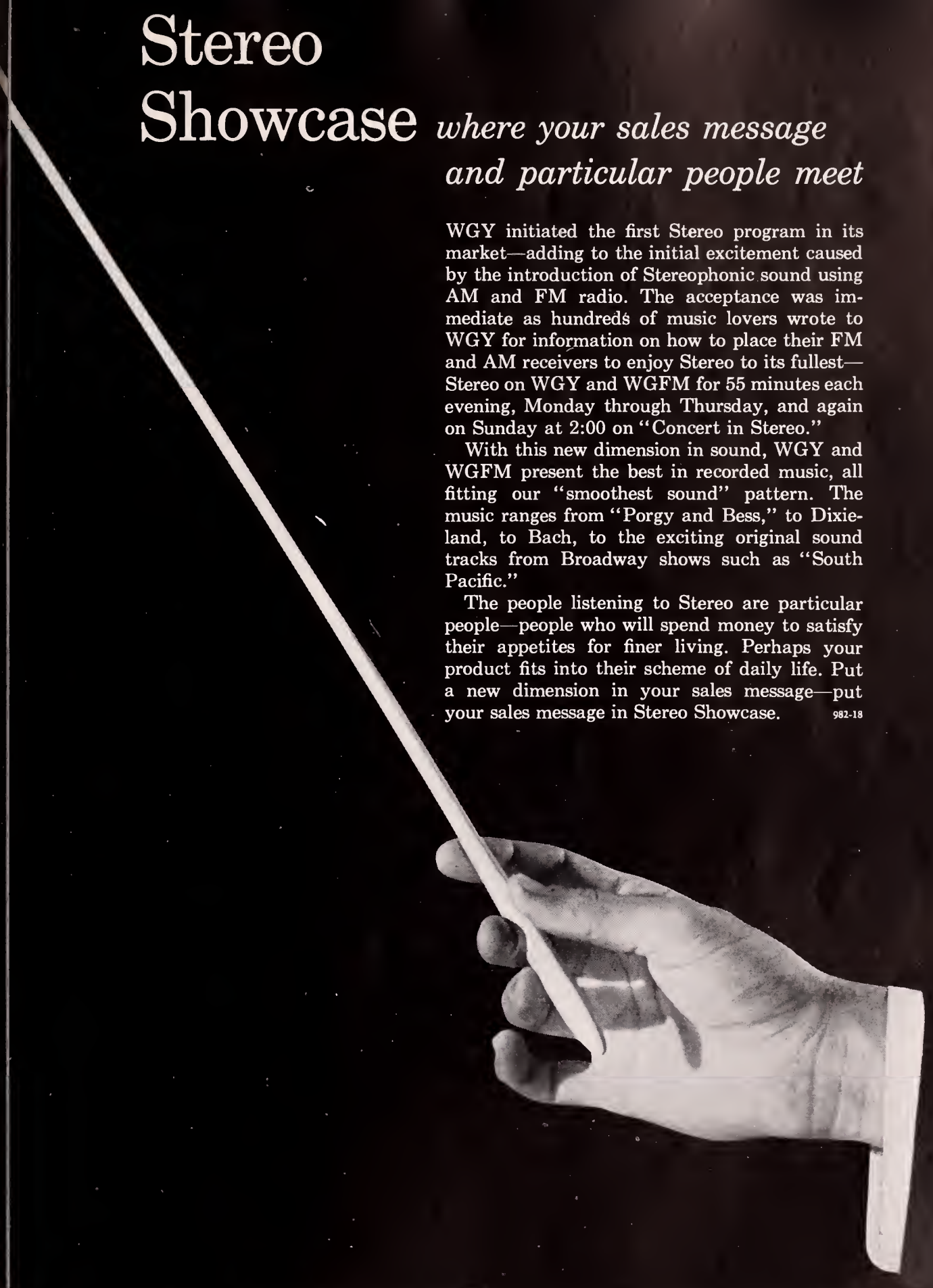
Stereo Showcase

where your sales message and particular people meet

WGY initiated the first Stereo program in its market—adding to the initial excitement caused by the introduction of Stereophonic sound using AM and FM radio. The acceptance was immediate as hundreds of music lovers wrote to WGY for information on how to place their FM and AM receivers to enjoy Stereo to its fullest—Stereo on WGY and WGFM for 55 minutes each evening, Monday through Thursday, and again on Sunday at 2:00 on "Concert in Stereo."

With this new dimension in sound, WGY and WGFM present the best in recorded music, all fitting our "smoothest sound" pattern. The music ranges from "Porgy and Bess," to Dixieland, to Bach, to the exciting original sound tracks from Broadway shows such as "South Pacific."

The people listening to Stereo are particular people—people who will spend money to satisfy their appetites for finer living. Perhaps your product fits into their scheme of daily life. Put a new dimension in your sales message—put your sales message in Stereo Showcase. 982-18



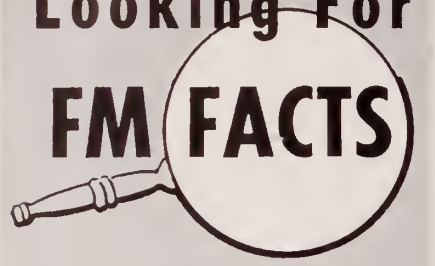
WGY–810KC • WGFM–99.5MC • General Electric Stations

Serving Albany, Schenectady, and Troy, plus Northeastern New York and Western New England

REPRESENTED BY HENRY I. CHRISTAL CO., INC.

An Important Message to

AGENCIES Looking For FM FACTS



1 You cannot cover San Diego's 132,360 FM homes, nor the 10,721 offices and stores with FM by buying a Los Angels FM station.

2 Only 2 Los Angeles FM stations showed any circulation in Pulse and the best was only 2.9% cume in a week.

3 Now 2 more FM stations are on the air in San Diego on adjacent frequencies to Los Angeles stations, thus blocking reception of two Los Angeles stations.

4 KITT is the only FM station that shows up in the two leading AM surveys.

5 See Adam Young for a quality buy in FM that has the rating numbers.

SAN DIEGO'S NO. . . . 1 FM STATION by rating



KITT

"For Familiar Music"

SUITE 525 U.S. GRANT HOTEL BUILDING
SAN DIEGO, CALIFORNIA
Telephone BElmont 2-0144

(Cont'd from p. 28)

greater programming of public affairs, news and talk shows. Mr. Rabell sees fm as the "third air medium." The greatest growth, he believes, will be in fm car radios.

Joel Fairfax, vice president and director of sales, Fine Music Hi-Fi Broadcasters Inc., a New York representative, maintains that "fm stations in the future will be identified by programming categories comprising music of all types. Although fm will always sell its programming first, transmission and reception will support its future. The medium and low price fm sets now coming on the market will also widen the audience."

Groups and Representatives

The past year has seen the formation of new programming groups and services and the expansion of pioneer firms in the field. The same is true for national representation.

Here's what has happened:

- The expansion of the QXR-FM Network on a live and tape basis to the top 25 markets, plus some areas of smaller size.
- Formation of a new group, International Good Music Inc., a primarily automated taped concert music service sold on a syndicated basis to be known as Heritage Fm Stations. This firm is also putting together its owned fm outlets under the Heritage Stations banner, as well as a representative firm to handle sales of the Heritage line-up.
- Enlargement of the Concert Network Inc. on a tape basis to key national markets.

In national representation, this is the picture:

- Entry of Adam Young Inc. into the fm field.
- Reports that at least one or two other major representatives have been considering a similar move for some time.
- Walker-Rawalt Co.'s Quality Music Stations consist of 31 outlets (29 fm-only and two am-fm operations).
- Good Music Broadcasters Inc., in am-fm good music representation for eight years, handles 31 stations (22 fm and nine am).
- Fine Music Hi-Fi Broadcasters Inc. represents 18 stations (17 fm-only and one am-fm).

The QXR Network programs live to stations from Boston to Washington, D. C. The list includes Boston, Providence, Worcester, New Haven-Hartford, Philadelphia, Allentown (Pa.), Baltimore and Washington; in addition, the live network also includes the original New York state QXR line-up, which now takes in 15 stations in 10 areas. A key part of the New York state coverage is the Northeast Radio Network of five owned stations (operating since 1948).

In recent months, QXR also has lined up tape affiliates in 12 major cities across the country: Cleveland, Milwaukee, Minneapolis, Los Angeles, San Francisco, Chicago, Detroit, Indianapolis, Miami, Pittsburgh, San Diego and Norfolk (Va.).

The live affiliates program between 8 and 10 hours of QXR programming a day, while the tape affiliates have agreed to about seven hours of option time a week using the hours of 7 to 10:30 p.m., considered the prime fm time.

According to Jim Sondheim, manager of the QXR Network, QXR sells both programming and spot for its live stations, but sells only programming for the tape line-up.

The outlook for the future, states Mr. Sondheim, is the expansion of the network to the top 100 markets in about two years. This proposed line-up would include between 65 and 70 stations on a tape basis.

It is Mr. Sondheim's belief that as fm sponsorship opens up, option time will be similarly expanded. A feature of the QXR Network is that it offers live or original programming of its own, in addition to recorded selections. Examples are the Boston Symphony, QXR String Quartet and other specials.

International Good Music expects to offer to advertisers its taped concert music service in the top 25 mar-

(Cont'd on p. 38)

KHFM	Albuquerque
KHFI	Austin
WEBH	Chicago
KTGM	Denver
WMZK	Detroit
KHMS	El Paso
KHGM	Houston
KCJC	Kansas City
KNOB	Los Angeles
KPSR	Palm Springs
KELE	Phoenix
KEEZ	San Antonio
KLRO	San Diego
KAFE	San Francisco
KGFM	Seattle
WTRT	Toledo



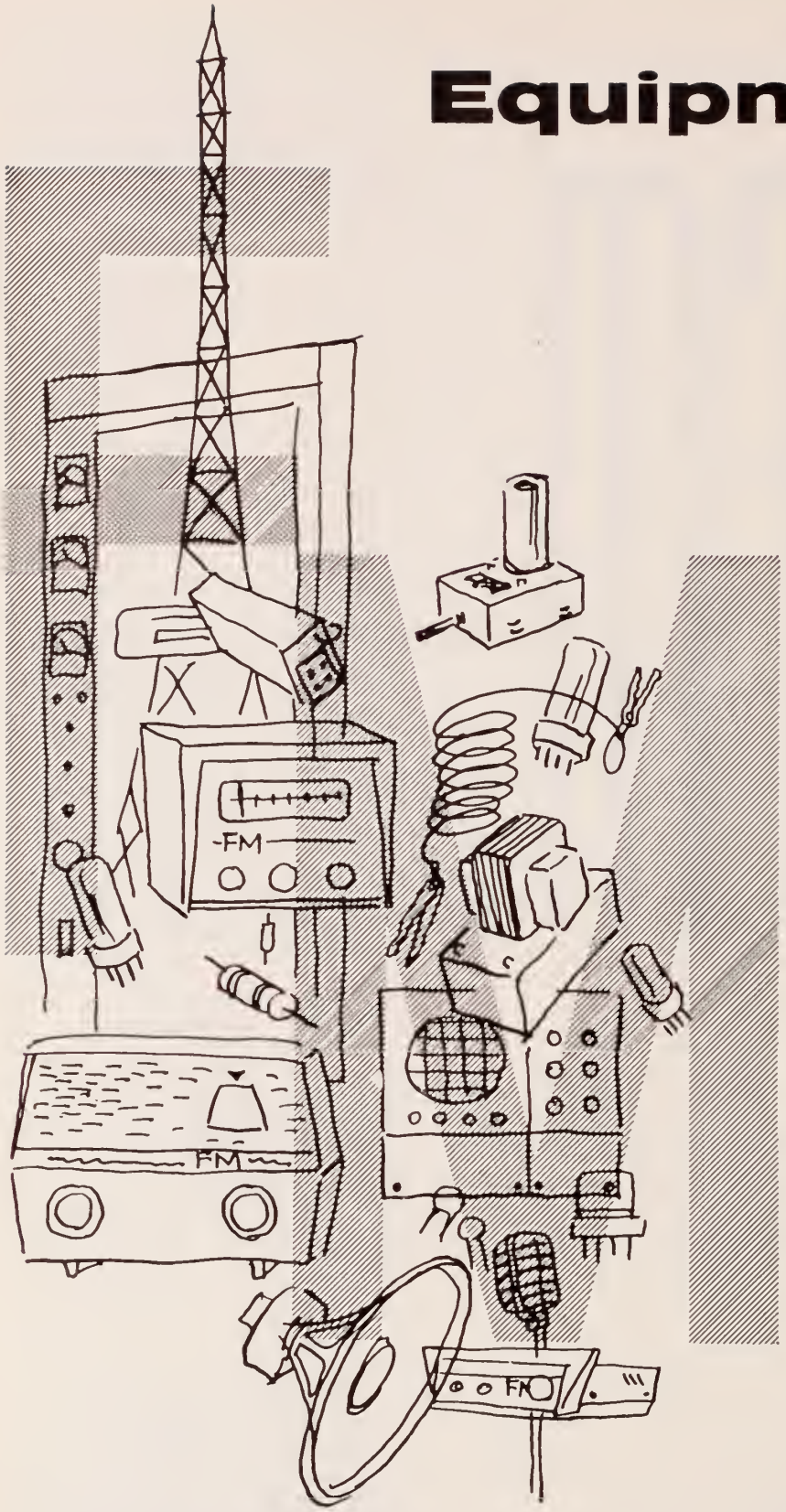
Quality FM stations devoted to programming good music, dedicated to producing good sound, and providing receptive listeners for quality advertisers.

Represented by:

MODERN MEDIA FM SALES
Park Avenue Building
Detroit, Michigan
WO 2-7299

WESTERN FM SALES
1615 Cherokee Avenue
Hollywood, California
HO 4-7497

Equipment Surge!



Steadily rising sales figures for fm broadcasting, receiving equipment support optimistic viewpoint of manufacturers

On the equipment end, all indications point to the fact that fm is fast emerging from what might be described as its adolescent stage, which was accompanied by all the awkwardness and uncertainty so common to this period of development. For both broadcasting and receiving equipment, the high level of sales, development of new and improved products and the increasing amount of attention fm appears to be getting in the future plans of manufacturers are all signs that fm is developing into an extremely attractive and sought after "young lady."

Set Production High

Over the past 12 months, fm receivers have been produced and sold at a record-breaking pace. For the first quarter of 1960, the Electronic Industries Association reports that 167,906 fm radios were produced. This compares with the 92,374 fm receivers that were turned out during the same period last year. Raymond W. Saxon, vice president of the RCA Sales Corporation, reports that RCA's sales of am-fm radios ". . . were up 40 percent in this year's first quarter, as compared with the same period last year."

Mr. Saxon also points out that ". . . total industry sales of am-fm sets have moved up sharply from 175,000 units in 1957 to approximately 500,000 last year. . . . The skyrocketing radio sales curve should stimulate an industry-wide market for a record 750,000 am-fm broadcast receivers this year." Commenting on the reasons behind this surge, Mr. Saxon says, "Good programming, a general desire on the part of the public for good music and radios with good styling and performance at a low price are the factors influencing the increased sales in fm and am-fm products."

Bullish comments on the future of the fm medium have also been voiced by Sarkes Tarzian Inc. Manufacturers of broadcasting and other electronic equipment, the firm began producing its first line of fm receivers in December 1959, and has since turned out over 35,000 units. Biagio Presti, general sales manager of the firm's broadcast equipment division, tells U. S. RADIO that, "Fm is here to stay and destined to take its place as a major entertainment medium within the next two years. I am confident that fm has finally outgrown its 'second fiddle' position.

Market Expanding

"The market is expanding rapidly," Mr. Presti continues. "Indications of this are to be found in the fact that every major radio producer is now making available an fm-only receiver, where only eight months ago there was only one manufacturer making such a receiver available in the lower price class (under $40)."

The picture on the broadcast equipment side of fm also appears to be painted in rosy hues. One of the major reasons for the optimistic outlook is the steadily increasing number of fm stations. The latest figures from the Federal Communications Commission show that there currently are 727 fm stations on the air, with 163 more under construction. At the same time last year, there were 612 fm stations on the air, and 147 under construction. This means that in the past 12 months, some 115 new stations had to be equipped. When this fact is coupled with the heavy amount f new equipment purchased by existing fm outlets, it is not difficult to see why a manufacturer like Collins Radio can make the following statement:

Increasing Demand

"The market for fm equipment is increasing. A sizable portion of this demand is from existing stations replacing outdated equipment. Applications for fm construction permits during the next several years could easily double the number of stations now on the air."

How far-reaching and significant automation and stereo will be in fm's development is currently a topic of great interest to equipment manufacturers—and some differences of opinion have been expressed. On the question of automation, Industrial Transmitters and Antennas, Inc., (ITA) flatly states that "Automation is the key to the success of the fm broadcaster."

Expanding on the point of view, Bernard Wise, president of the firm, says, "Equipment offered today to the broadcaster is technically far superior to that available 10 years ago during the infancy of fm, and considerably less expensive. However, the major saving the new fm broadcaster will have today will be in the utilization of automatic programming techniques that will reduce his operational expenses considerably."

A more conservative attitude towards automation is expressed by Gates Radio, a producer of broadcasting equipment. This firm's feeling is that "Full automation will progress slowly, but the use of semi-automatic devices will accelerate. The reason is that this type of semi-automatic equipment improves station efficiency through better quality programming, variety of voices, to name a few. The quality of equipment of this nature will continue to improve, and within the next year to 18 months, the majority of all fm stations will be equipped with semi-automatic equipment in some form."

Opinion On Automation

It is the opinion of Collins Radio that "Automation may play a big part in fm broadcasting. However, it is dependent upon the programming planned by the broadcaster. To date, no major trend towards automation of fm main channel programming has developed to the extent that multiplexing has developed."

Continuing on the subject of stereo and multiplexing, Collins believes "Multiplexing will increase in the next 12 to 18 months. Fm stations already on the air will provide the major activity, with a limited number of new stations entering the multiplex field."

A "wait-and-see" approach is being taken by RCA Broadcast and Television Equipment. A company spokesman says "Stereo-multiplexing may play an important role in the future, but the lack of standards makes it almost impossible to make any predictions. When firm standards are established stereo may play a significant role."

Equipping A Station

Most fm broadcast equipment manufacturers seem to agree that the costs of equipping a new fm station are fairly stable, and no immediate increase in these costs appears to be imminent.

Gates supplies the following estimates for equipping a new fm station:

"For a new Commercial Class A station using a one kilowatt fm transmitter, approximately $9,000 less studio gear. The Gates FM-1B one kilowatt transmitter with tubes, crystal and harmonic filter sells for $5,195.

"For a new Commercial Class B station using a five kilowatt fm transmitter, $17,500, less studio gear. The Gates FM-5B five kilowatt fm transmitter with tubes, crystal and harmonic filter sells for $10,950.

ITA states that "A modest fm installation in a small station market, including plant facilities, will cost the broadcaster approximately $25,000. In order to operate in a larger market, and with larger plant facilities, an investment of $50,000 would be required. These figures are quite compatible with the investment required for similar am applications."

Collins estimates that the cost of equipping an fm station is from $10,000 up, pointing out that equipment costs vary according to the type of transmitter power, antenna height, antenna and associated equipment purchased.

Receiver Outlook

Developments such as the fm car radio and the ability to produce a low-priced standard fm receiver are expected to account for an increasing number of sets that will be sold this year.

Motorola Inc. became the first major American manufacturer to offer a mass-produced transistorized fm car radio at the beginning of this year. The fm-only set is ". . . compact in size and designed for under-the-dash installation. It has been engineered as a complete unit, in-

(*Supplemnt p.* 11)

cluding its own speaker, to operate independently of or in addition to the car's am set."

With the set carrying a suggested list price of $125, a Motorola spokesman says that ". . . we are finding acceptance for our fm car radio to exceed all of our expectations. We are back ordered severely on this model, and pleased to be so."

Granco Products Inc. recently unveiled a low cost fm radio for automobiles which Henry Fogel, president of the firm, says will go into production next September. He states, "The new set will cost less than $75, completely installed, and is designed for any car with a 12-volt ignition system. Development of this fm set for cars," he continues, "was made possible by Granco's new automatic frequency control fm tuner which locks onto a station as soon as sound is picked up. Such automatic control is a must for a driver who cannot fine tune a radio in fast-moving traffic."

One of the pioneers in the fm auto market is the Robert Bosch Corp., through its Blaupunkt car radio division. Last year, the line consisted of a single am-fm marine pushbutton model. The firm reports that as a result of the excellent reception given the set, a deluxe model has been added. Another major change is that both models have been transistorized. The "Frankfurt" carries a suggested list price of $137.50, and the "Koln" $185. Installation kits are available at an additional cost. The German-made sets are currently being sold in 30 major American markets, and with the increasing acceptance of the receivers the company expects to expand its distribution during the rest of this year.

Solving A Problem

Mr. Presti, of Sarkes Tarzian, voices the thoughts of many when he says that ". . . one of the major problems facing the fm station was the lack of a high quality, low cost fm receiver which—pricewise—was competitive with am receivers." In an attempt to do something about this problem, the firm conducted a promotion which made it possible for fm stations to sell an fm set for $19.95. Although this was an introductory price, the same set now sells for a still economical price of $29.95.

The new RCA Victor radio line includes, for the first time, two fm only table models. Suggested list price for the low end of the line is $39.95. Two new am-fm models have also been incorporated into the line. The "Signature" will have a suggested selling price of $54.95, and the deluxe "Galahad" is expected to sell for $79.95.

In addition to its fm car radio, Motorola has expanded its line of fm home radios. It is pointed out that for several years the firm had only one fm radio model, a deluxe am-fm receiver selling for a suggested retail price of $100. This year it will have three fm receivers ranging in price from $49.95 to $79.95, including one fm-only set.

W. E. Laswell, national radio and phonograph sales manager for Motorola, states that "Because of the growing interest in good music, stimulated substantially by the popularity of stereo high-fidelity, and fm sets in combination with stereo equipment, Motorola feels confident in expanding its fm home radio line for 1961."

Westinghouse, through its television-radio division, has incorporated six am-fm units and one fm-only set into its new 1961 line. The fm-only set, which has twin speakers, will carry a suggested retail price of $39.95. It is interesting to note that this set also has an am "twin" for stereo reception. In addition to going for the mass fm market, Westinghouse has also introduced an am-fm table model which lists for $129.95, and comes housed in handsome wood cabinets styled in four popular furniture periods.

The 1961 Philco line will be graced by two am-fm table models and one fm-only set. Suggested selling price for the fm receiver is $44.95, while the two am-fm sets carry price tags of $59.95 and $69.95.

Zenith has a complete line of am-fm sets, including a clock-radio combination and the recently introduced am-fm portable radio, which is being heavily promoted by manufacturer. And in common with most other firms, Zenith is offering an fm-only table model which sells for $49.95.

Fm Broadcasting Equipment Trends*

- **Purchases of fm equipment, by existing fm stations and by new operations, total approximately $3 million per year.**
- **One-third of existing fm stations intend to make expenditures averaging $10,635 on equipment during the next 12 months.**
- **Expected expenditures for all fm stations for fm equipment during the next five years will average $13,913. This includes those stations which expect to spend nothing.**
- **Additions and replacements of equipment at existing fm stations will average approximately $2.335 million during the next 12 months, and $1.88 million during each of the next five years.**

*Source for this data is the survey conducted by Industrial Marketing Studies for the Collins Radio Company, a manufacturer of broadcasting equipment.

Average Estimated Cost of Equipping An Fm Station**

1-kilowatt Class A	**$10,000 (less studio gear)**
5-kilowatt Class B	**$20,000 (less studio gear)**
Higher power	**to $50,000**

**Estimates derived from information supplied by manufacturers in reports to U. S. RADIO (figures exclude price of buildings and grounds.)

Supplementing the am-fm and fm-only sets that are on the market, are the growing number of phonographs and television sets that come equipped with am-fm or fm tuners, either as standard or optional equipment.

Broadcasting Equipment

Activity on the part of the manufacturers of broadcasting equipment has more than kept pace with the producers of fm sets. Here is a brief summary of reports received from some producers of professional fm equipment:

Radio Corporation of America has a full line of broadcasting equipment. The transmitters available include 1,000, 5,000, 10,000 and 20,000 watt units. All meet standards on spurious emission, cabinet and hermonic radiation. All can be used for conventional and multiplex operation, the company says, and they also can be expanded to higher power. There is also the BFA series of broadband fm antennas, which have various gains and power handling capabilities. These antennas, it is pointed out, can be mounted on existing towers. Another item in the RCA line of fm equipment is the BTX-1A sub-carrier generator for multiplexing.

A major addition to the Gates fm line during the last year, according to Larry Cervone, the firm's general sales manager, was the FM-10A 10,000 watt fm transmitter. "This boosted the number of Gates fm transmitters available to six," Mr. Cervone says, "including a complete fm line—10 watts through 10,000 watts. Eight of the new 10,000 watt transmitters are already in operation."

Looking ahead, the Gates sales executive says "Recent marketing analysis in the fm field has pointed our research and development team in the direction of fm stereo generating apparatus and higher powered transmitting gear."

ITA has completely redesigned its fm broadcast transmitter line to incorporate the new ceramic tubes developed by the tube industry specifically for fm broadcast transmitters, according to Mr. Wise, president of the firm. It can offer fm transmitters from 10 watts to 15 kilowatts. Mr. Wise contemplates the development of high power fm broadcast transmitters, which will vary in range from 25 to 100 kilowatts.

A New Line

Collins now offers a new line of fm transmitters with power outputs of 250, 1,000, 5,000, 7,500, 10,000 and 15,000 watts. Transmitters are designed for remote control and fm multiplex operation. The low power units, 250 and 1,000 watts, may be used as drivers for the high power amplifiers if a station decides to increase power, the firm points out.

Jampro Antenna Co. has a complete line of fm broadcasting antennas. These units range from 2 bay models to 16 bay models with omnidirectional radiation pattern. The firm reports that it soon plans to market a broadcasting antenna system providing "up to 50 percent radiation which is vertically polarized." • • •

Sampling of Some New Fm Receivers

CAR RADIOS

Model	Manufacturer	Suggested List Price
Motorola	FM-900	$125.00
Granco Products	ARC-60	under 75.00
Robert Bosch Corp.	Blaupunkt "Frankfurt"	137.50 (plus installation kit)
	Blaupunkt "Koln"	185.00 (plus installation kit)

TABLE MODELS AND CONSOLES

Motorola	fm-B-1	49.95
	am-fm B-2	59.95
	am-fm B3	79.95
Westinghouse	fm-715T5	39.95
	am-fm-75IN7	59.95
	am-fm-764N7	79.95
	am-fm-777N7	129.95
RCA Victor	fm-1F1	$39.95
	am-fm-1XF1	54.95
	am-fm-1XF3	79.95
Philco	fm-995	44.95
	am-fm-996	59.95
	am-fm-997	69.95
General Electric	am-fm-T145	49.95
	am-fm-T135	50.95
	am-fm-T210	79.95
	am-fm-T150	99.95
Granco Products	fm-601	27.95
	fm-605	38.95
	am-fm-701	39.95
	am-fm clock radio-705	49.95
	am-fm-SR-1500	185.00
Zenith	fm-D720	49.95
	am-fm-C725	74.95
	am-fm-C730	84.95
	am-fm-C835	114.95
	am-fm-C845	129.95
Sarkes Tarzian	fm	29.95

(*Supplement p.* 13)

Harper's Finds Fm

Prior to April 1959, *Harper's* magazine devoted all its advertising efforts to newspaper and direct mail—both of which are traditional promotion avenues for magazines to travel.

And then it decided to try a new road—if it wasn't new, at least it was re-discovered by a handful of new travelers.

This new road, of course, was fm. In April of last year, *Harper's*, through its radio-tv agency, Joe Gans & Co., New York, started a six-station, six-market test of fm. The cities selected were New York, Boston, Pittsburgh, San Francisco, Los Angeles and Chicago.

The immediate results prompted greater interest in this hi-fi medium. Soon *Harper's* station line-up grew to 15 stations, then 30.

Finally, in the span of six months from the time the fm test was held, *Harper's* was promoting its monthly intellectual contents on 50 stations in 45 markets. And today it is spending more money on radio than on newspapers. Radio accounts for about 15 percent of the total advertising budget. (The lion's share of the promotion outlays, as with most magazines, goes to direct mail.)

"When we first went into fm," explains John Hughes, publisher, "we felt that it would be an ideal medium. This view was based on available information which showed that fm reached a better educated, higher salaried family. We were particularly interested in good music listeners."

Mr. Hughes declares, "It was a theory in the beginning. Now we know it works."

An additional factor that influenced *Harper's* move into fm was the attractive cost in reaching prime prospects on a national basis.

"We try to seek out any family who enjoys reading, whose senior members are generally between the ages of 30 and 45," states Mr. Hughes. "The economy of fm is brought into sharp focus when one considers that it pinpoints the 'class' market the way no other medium can."

He believes that fm has accounted for direct subscriptions and has aided newsstand sales and direct mail response.

The past year has seen *Harper's* scoring significant increases on all fronts. Comparing July to December 1959 with the same 1958 period, the following increases were registered: Subscriptions, 18.2 percent; newsstand sales, 35.7 percent, and net paid circulation, 21.8 percent.

These figures compare favorably with other major consumer magazines and are far ahead of the following 172-publication average increments: Subscriptions, 6.8 percent; newsstand sales, 3.7 percent, and net paid, 5 percent.

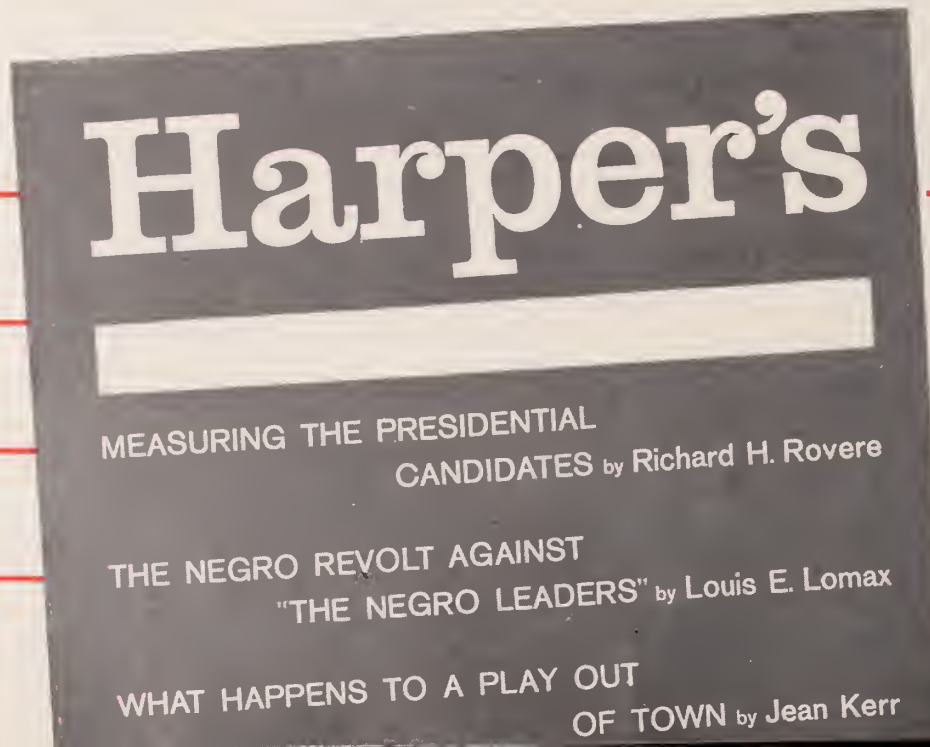
In addition, the magazine's advertising revenue has increased 44.5 percent for the first six months of 1960, according to Mr. Hughes.

Why radio? Why fm?

"It should be made clear that when we speak of fm, we are thinking of programming, not facilities," states Mr. Gans. "Because of the high intellectual appeal of the magazine, we are interested in good music programming. And good music to us is classical music. It always has been, in spite of the recent tendency to dilute the term to make it mean all things to all people."

In seeking out classical music operations, the agency lined up a list of approximately 40 fm stations and 10 am stations. "We are primarily interested in the quality fm audience, but use am stations in markets where there are no good music fm outlets," says Mr. Gans.

Harper's uses both announcements and programs. In general, frequency



Pays

The monthly magazine seeks out better-educated, higher-salaried family that spends time reading; finds fm delivers

of announcements range from 10 to 14 spots a week. Programs generally comprise musical specials.

All commercial copy is delivered local, live and runs for about a minute in length. "Transcriptions and jingles have no place in fm," declares Mr. Gans.

Commercials are placed between the hours of 8 p.m. and 11 p.m. This time period conforms to the accepted view that fm's prime time is nighttime during the week. On weekends, however, *Harper's* employs daytime periods.

"*Harper's* is interested in the family audience," says its agency. "And mid-week nighttime hours and weekend during the daytime are the only hours in which the husband and wife are listening together.

"The people who are interested in good music, we believe, represent a small, hard-core of Americana who don't watch tv at night and who cannot be reached in any other way as efficiently and effectively as with fm," states Mr. Gans.

Harper's has a very simple test that enables it to confirm the kind of audience it reaches. The magazine's commercials are designed to produce new subscribers who are requested to write in their orders to the station. "We can tell from the neatness of these orders and the way they are written—or typed—and the kind of stationery used—the type of quality listener we are reaching with fm.

"In appraising the use of advertising media," continues Mr. Gans, "one must consider what he has to sell and to whom—how do you reach the maximum amount of people who are the most likely prospects in the most economical way?

"Radio is a highly personalized advertising medium and this applies to fm to an even greater extent because of the selective nature of its audience. There is an unspecified number of people, running in the millions, who are classical music fans. We know these people are prime prospects for *Harper's*. This makes good music radio the most likely choice of all advertising media."

Mr. Gans, who has been buying fm for about five years, observes that the current growing interest of national agencies in fm is based to a great extent on the fact that ad shops are becoming more realistic in weighing the values of this selective medium. • • •



John Hughes, publisher of *Harper's*



Joe Gans, president, Joe Gans & Co.

Started 6 Station, 6 Market Test

Now on 50 Stations in 45 Markets

Commercials From 8 p.m. to 11 p.m.

Sees Gains on All Fronts

WRFM

the
modern sound
that covers
a thinking
audience
of
music lovers

"NEW YORK'S FM GEM
IS WRFM"

WRFM
105.1 MC New York

(Cont'd from p. 30)

kets by September 1. At press time, it had 15 already signed. The syndicated program service will be known as the Heritage Group of Fm Stations.

Heritage Stations music programming is under the direction of the internationally-renowned conductor, Alfred Wallenstein.

The programming service will be basically automated on specially-designed equipment, although there are pre-figured breaks in the tape in which a local station can insert its own news and commercials.

The programming consists of 18 hours a day of taped concert music on 14-inch reels.

In addition to the leased program service, a Heritage station buys from International Good Music a complete automation package.

By September 1, Heritage expects to have these markets lined up: Owned stations in Portland (Ore.), Seattle, Los Angeles, San Diego, San Francisco; affiliates in Boston, Chicago, Baltimore, Atlanta, Houston, Minneapolis, Denver, Cincinnati, Buffalo, New York, Washington (D. C.), Detroit, St. Louis, Cleveland, Kansas City, Miami, Milwaukee, Philadelphia, Pittsburgh.

President and owner of IGM is Rogan Jones, Bellingham, Wash.; executive vice president, David Mintz, and manager in charge of the New York office, Fred Bernstein.

The new firm represents its owned and syndicated stations for sales purposes under the name Heritage Stations Representatives.

The Concert Network Inc., composed of four owned stations and three affiliates, also has plans to expand its line-up on a taped basis.

Its owned stations are in Boston, New York, Hartford and Providence; affiliates are in Philadelphia, Mt. Washington (N. H.) and Woodbridge (Va.).

In national representation, the new Adam Young Fm Sales Inc. has started off with KITT (FM) San Diego and the full Concert Network. It expects to line up stations in the top 40 markets and is interested in both heavy music stations and middle-of-the-road outlets, developing a group buy from coast to coast. Mr. Young believes there is a great interest in fm by agencies. "The big job is getting the logical prospects into the medium. Right now, any number of companies could get into national fm on an exclusive basis."

Lee Redfield is national sales manager of the new fm organization.

Otis Rawalt, president of Walker-Rawalt, describes his Quality Music Stations as having "carefully-prepared programming for the adult audience." The strongest qualities of fm, he believes, are selectivity of audience and good environment for a commercial.

Mr. Rawalt adheres closely to the view that fm stations maintain adequate commercial protection. He says most of his stations allow for five or six commercials an hour.

Good Music Broadcasters represents stations that program primarily concert, symphony and opera music (fm or am). Herb Groskin, national sales manager, believes that the future of fm will see "each year steadily increasing in national volume over the previous year." He does not look for any dramatic breakthrough, but remains very optimistic over fm's ability to justify gradually increasing national expenditures.

Mr. Fairfax of Fine Music Hi-Fi Broadcasters has been attempting to sell his stations in a group (Fine Music Group) with one contract. A buy of 10 or more of the 18-station line-up is considered a group purchase, earning the discount.
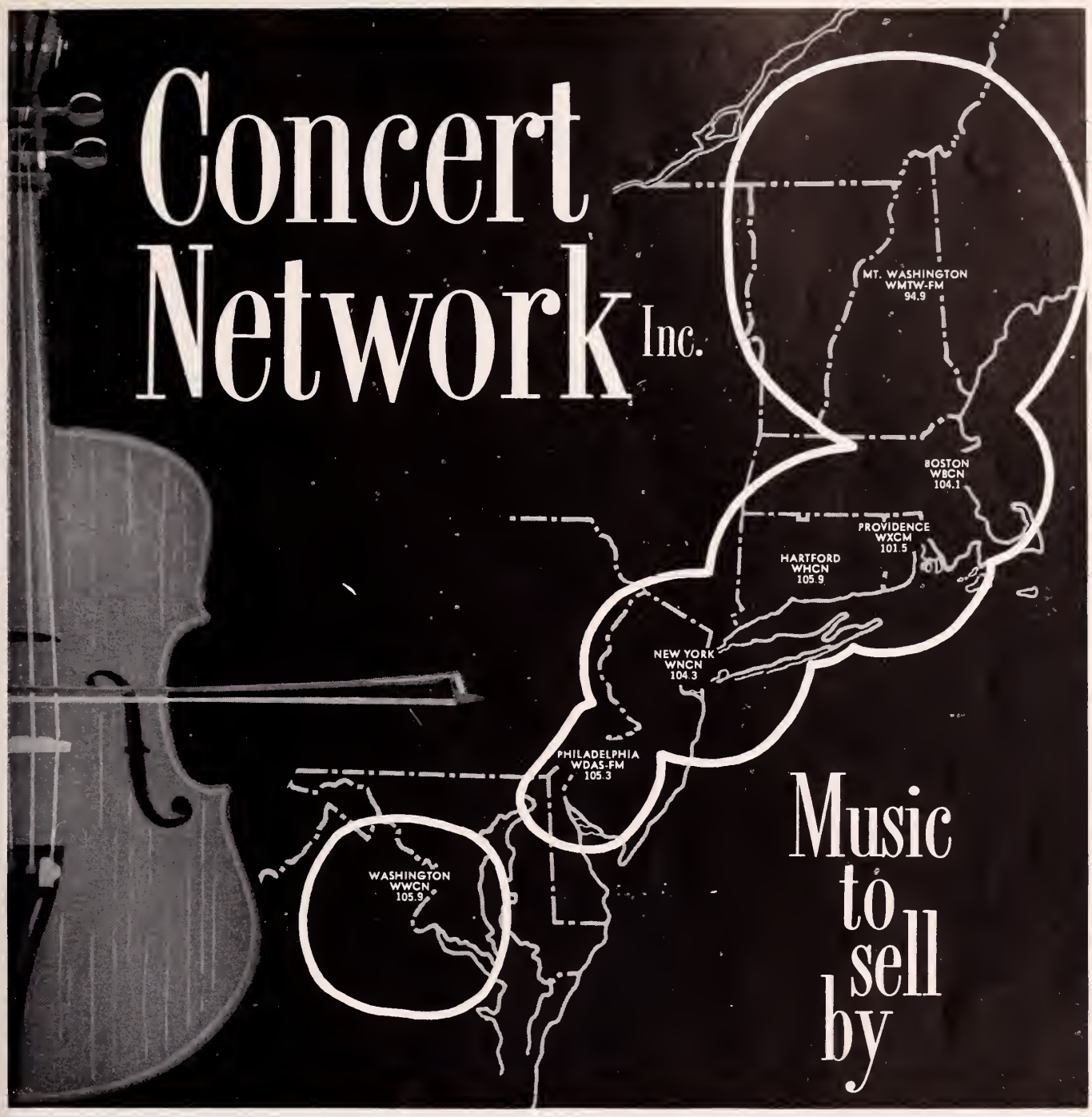
The fm medium is like a bee actively buzzing around the hive; it may not take much more before it makes the honey. • • •

75 Sponsors Use
Kentucky's Largest Fm!

WLVL
LOUISVILLE

35,000 Watts
S. A. Cisler, Manager

Walker-Rawalt
Natl. Rep.



with programming that strikes a major chord of response in the nation's richest market

This is mass with class. Over 5,000,000 FM homes at the top of the top market. Prospects with the purchasing power, cultural level and influence over the taste and habits of others that cannot be duplicated elsewhere. And quality programming keeps this quality audience at an exceptional pitch of responsiveness.

REPRESENTED NATIONALLY BY:

ADAM YOUNG FM SALES
New York
Chicago
Atlanta
Detroit
Los Angeles
New Orleans
San Francisco
St. Louis

THE CONCERT NETWORK, Inc. · 11 East 47th Street · New York City · PI 2-0870

Local Fm: Success Stories

The following capsules of local fm success stories are indicative of hometown advertiser use as reported to U. S. RADIO. Additional local stories, because of space limitations, will appear in a forthcoming issue.

Records—Columbia Record Distributing Co. of Los Angeles was out to promote a new record, "Stereo-7," featuring Columbia artists in stereo on a seven-inch, small hole, 33⅓ rpm disc. To introduce the new type record, Columbia devoted two announcements each day in its Saturday and Sunday 2:30 to 3 p.m. segment on KBIQ (FM) Los Angeles. Just on this one weekend the announcements offered to send one record to everyone writing to the station. Ted Rosenberg Columbia branch manager, stated that the anticipated response was in the neighborhood of 200 replies. A few days following the offer, KBIQ declares it had amassed over 1,250 replies. The Columbia branch responded by increasing its KBIQ advertising from the two half-hour programs to seven half-hour programs a week on a "til forbid" basis.

Fm Sets—In an effort to illustrate that an fm-only schedule could sell an fm-only set, WVCG-FM Coral Gables, Fla., bought 50 of the new low cost fm sets produced by Sarkes Tarzian Corp. The sets reached the station one week before Christmas. Arrangements were made with a local record distributor to have an outlet in Coral Gables and one in Miami handle the sale of these sets at a reasonable mark-up. Using a series of spot announcements at night on WVCG-FM, the station reports that by Christmas Eve all of the 50 sets had been sold. As a way of pinning down the results, the local outlets kept the Sarkes Tarzian sets under the counter so that the requests had to be generated by the fm-only advertising.

Beer—A premium Danish import, Tuborg beer, has sponsored a weekly program of operettas on WFMT (FM) Chicago. Several weeks after sponsorship began, the station reports that Tuborg experienced a sales increase in liquor stores and restaurants in the area. After six months, says the station, sales had risen 41.1 percent over the previous year, a significant part of which was attributed to the WFMT effort. Kaj Hansen, Tuborg midwest representative, states that during pouring demonstrations throughout the Chicago market, customers voluntarily offered favorable comments on the program and thanked Tuborg for the sponsorship.

Jeweler—William Kendrick Ewing, vice president of William Kendrick Jewelers Inc., Louisville, Ky., had this to say last fall about its use of WLVL (FM) Louisville: "Since we have been advertising on WLVL, it has been amazing how many folks have stopped in our store, and some for the first time, to tell us how much they are enjoying the new fm station and that they appreciate the fact that we are one of the major advertisers. It is a fact that some sales can definitely be attributed to the advertisements heard over WLVL."

Hearing Aids — Otarian Hearing Aids wanted to reach an upper income audience for its hearing aids that are combined with eye glasses. The purpose of the campaign was to reach people who knew of others with hearing problems. The firm invested $200 for a four-week campaign over WRFM (FM) New York. The station says that the advertiser reported a 92 percent sales conversion of the inquiries and called the campaign one of the most successful they had ever conducted.

Fm Sets—In a cooperative promotion sale of fm radios, Granco Products Inc. and the A. M. & A. department store undertook a campaign over WBUF (FM) Buffalo, N. Y. The response was so exceptional, says the station, that almost the entire stock of Granco fm receivers was sold.

Rug Cleaning — The Kansas City Rug Co. has been a steady fm user on KCMO-FM for 10 years. From 1950 to 1956, it used KCMO-FM's transit radio successfully and since 1956 has been on the station's regular fm broadcasts. The rug company has been promoting its rug cleaning service to the upper-income families. In the early days, the firm used two half-hour programs weekly. Today, Kansas City Rug Co. buys 16 one-minute spots weekly scheduled in all time classifications to reach the total audience. The spots promote calls for the company's fast three-day service.

Cleaning Establishment — An increase in the account's advertising schedule was attributed by WROC-FM Rochester, N. Y., to a spectacular spurt in business for Ben Barnet Cleaners. The cleaners originally purchased 10 spots a week over the station. At next report, they had increased this to 20 a week. Finally, they added a weekly half-hour program to keep pace with the increase in business. (Cont'd on p. 42)

WGR-FM 96.9 MEGACYCLES

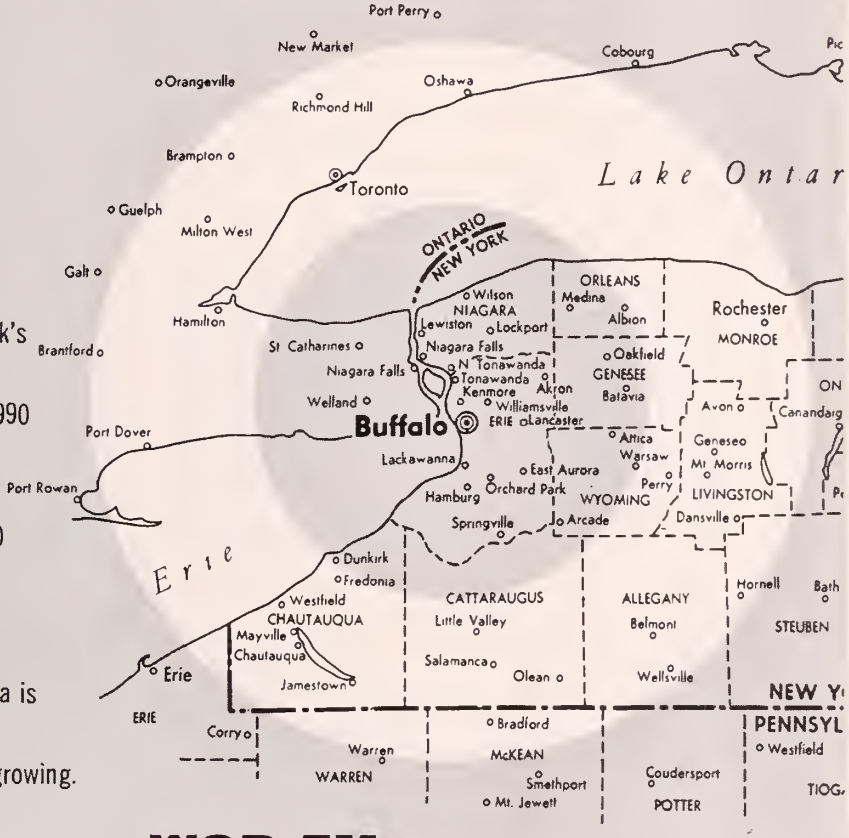
the Good Music station ...in Buffalo, N. Y.

affiliated with the QXR Network of the New York Times

WGR-FM
commands an audience with **money**...
an audience that **buys.**

A random sampling of the QXR Network's listening audience reveals that their average family income amounts to $8,990 per year or almost **double** the national annual average of $4,800! Buffalo's over-all family income stands at $6,510 per year...a market truly rich in wealth and buying power.

The FM penetration for the Buffalo area is currently 34.8% of the total homes, or approximately 100,000 sets and is growing. Your advertising message carried on WGR-FM will reach a vast, mature audience in the higher socio-economic brackets.



WGR-FM
2065 Elmwood Avenue, Buffalo, New York
Vice Pres. & Gen. Mgr.—Van Beuren W. DeVries
Wm. P. Dix, Jr., Station Mgr.—Allan L. Lewis, Sales Manager

TTC

Transcontinent Television CORPORATION

380 Madison Avenue New York 17, New York

WGR-AM-FM-TV, Buffalo, N. Y. • WROC-FM-TV, Rochester, N. Y.
WNEP-TV, Scranton-Wilkes-Barre, Pa. • KFMB-AM-FM-TV, San Diego, Calif. • KERO-TV, Bakersfield, Calif.

REPRESENTED BY: *Edward Petry & Company, Inc.*

LOCAL AD STORIES

(Cont'd from p. 40)

Hotel—The Hotel Blackstone more than six months ago agreed to a test fm campaign on KQAL (FM) Omaha. It purchased 2 one-minute spot announcements a day for one month, a total of 60 spots. In one week, 450 applications for credit cards had been received. After this mail pull trial, the account switched to straight commercials. William Palmer, account executive on the Hotel Blackstone account at Bozell & Jacobs Inc., declares that because the hotel's managing director, Edward Schimmel, had doubts about fm's drawing power, special write-in copy was prepared. "Within the first two or three days," he continues, "several hundred applications for credit cards were sent to Mr. Schimmel. . . . Within a week, the Hotel Blackstone had more credit card applications than could be promptly handled. Therefore, the KQAL copy was changed to promote other services. . . . The hotel has advertised continuously on the station since that time."

Airline—Japan Airlines ran two commercials per week in its five 1-hour programs on KCBH (FM) Beverly Hills, Calif., offering a travel book for $1. The station states that on the basis of the results, Japan Airlines has signed a 52-week contract for its next fiscal year. KCBH says the new schedule will give it 78 percent of the airline's total Los Angeles advertising budget.

Hosiery Sales—In a move to stimulate sales, Batterson's Department Store decided to try a special offer during its participating announcement on the 7 a.m. news over KWPC-FM Muscatine, Ia. The store offered a free pair of hosiery with the first 200 pair sold. The station reports that the initial 200 sales were made the first day of the offer.

Shoe Store—Two local Florsheim shoe stores in the area of Bakersfield, Calif., decided to test the effectiveness of fm by running commercials on KQXR (FM) promoting specific items. After the results of the test, the district manager was convinced to the point that the station declares it was added to the annual advertising budget for four announcements per day. This has been running for almost two years and the store clerks report they are continually making sales to KQXR customers.

Car Radios—A local distributor of the Blaupunkt am-fm car radio was able to trace reaction to a promotion on WMZK (FM) Detroit. The dealer told the station: " I wish to offer my sincere congratulations on the tremendous results we have received from your promotion of Blaupunkt am-fm car radios. Within a few short weeks, we have seen some 500 inquiries. This certainly indicates that the fm listener is also interested in fm in his car as well as in his home."

Pianos and Organs—The Wilmington Piano Co. extensively promoted a three-day warehouse sale on all available radio stations in the area. Here's what the company had to say in commenting on the promotion in a letter to WJBR (FM) Wilmington, Del.: "(Our) sales personnel were instructed to record the source of the customer's knowledge of the sale. We are indeed happy to report that your station not only exceeded our expectations, but out-performed all of the area stations. It is also to be noted that the customers brought in through WJBR advertising were from the most far distant points and of such caliber that the percentage of closures was greater."

Hi-Fi Equipment—A local dealer, EMCO High Fidelity, has found that its store traffic has increased between 15 and 20 percent since beginning a 14-spot per week schedule on WMAL-FM Washington, D. C., almost two years ago. The station states that the dealer has been on without interruption during this time and that it plans to increase the schedule.

Cars—Bob White, sales manager of Nelson Chevrolet Co., Chicago, does his own spots on WCLM (FM) Chicago. He says that "because of this I probably have a better opportunity than most advertisers to know where our business comes from." Mr. White declares that with his spots on WCLM, "we sell at least three to five automobiles a week. . . . I think fm audiences are the type we need to contact. They are adult audiences . . . people with a capacity and ability to buy." In his personal fm spots, Mr. White gets a chance to talk with listeners on the program and often tries to set up appointments in the showroom.

Music and Hi Fi—A local advertiser, Dan's Music & Hi Fi Center, used a 17-week schedule of spots on WRBL-FM Columbus, Ga., promoting items advertised only on the station. The store reported good results with the campaign, with business coming in from as far away as Ozark, Ala. (78 air miles away), from where the store never before had customers.

Department Store—Agreeing to test the medium for a special sale, a local Sears & Roebuck store ran a notice over WSOM Salem, O. This was its only advertising for the event which took place on a rainy night at 7 p.m. when other stores in the downtown area were closed. The station reports that over 200 people were standing in the rain waiting for the store to open and that customers came in from towns 40 miles away during the course of the evening.

Records—In cooperation with the Columbia Record Distributing Corp. of Philadelphia, WFIL-FM offered a free copy of the Bruno Walter rehearsal recording of nine Beethoven symphonies. The first announcement was made between 7 p.m. and 8 p.m. and in the first mail the following morning, reports the station, 135 requests were received. In order to qualify, letters had to be postmarked no later than 11 p.m. The total response to the first program was 375 pieces of mail, states WFIL-FM.

Department Store—The Emporium Department Store, St. Paul, has been a sponsor on WLOL-FM Minneapolis, Minn., for almost three years, advertising such products as cashmere coats, furniture, luggage and dinnerware. An example of the continued response the store has been getting was an item that sold from $3 to $5. Response in orders from two Minneapolis suburbs came to $120 and $160.

Ice Cream—Brown's Creamery Co. has been on WLDM (FM) Detroit continuously since December 1956. At that time, it made its first buy just before Christmas of three spots per day for four weeks. A special mold of ice cream formed as a Santa Claus was promoted. During the first week on the air, WLDM states, over 800 telephone orders were received for the special and in the next three weeks about 100 new home delivery stops were opened. When the initial contract expired, Brown's renewed for 52 weeks and has been on since. A year ago announcements were increased to four per day. About two months ago another test was held. Listeners were invited to write in to the station for a coupon entitling the holder to a quart of ice cream with the purchase of one-half gallon of milk. The station reports that over 400 replies were received, outpulling a coupon placed in a local major newspaper three to one.

Etchings and Lithographs—The Ferdinand Roten Co. about seven years ago started a schedule on WITH-FM Baltimore using 12 one-minute announcements featuring the voice of Mr. Roten. His establishment offers original etchings and lithographs by leading contemporary artists; other departments include greeting cards, art books and gifts. Almost from the beginning Mr. Roten could see the results of his WITH-FM advertising. The station reports that the Roten company has changed from a fairly heavy newspaper advertiser to an occasional Sunday 200 to 400-line ad user, with almost the entire advertising budget on WITH-FM.

Savings and Loan—The San Diego Federal Savings & Loan Association

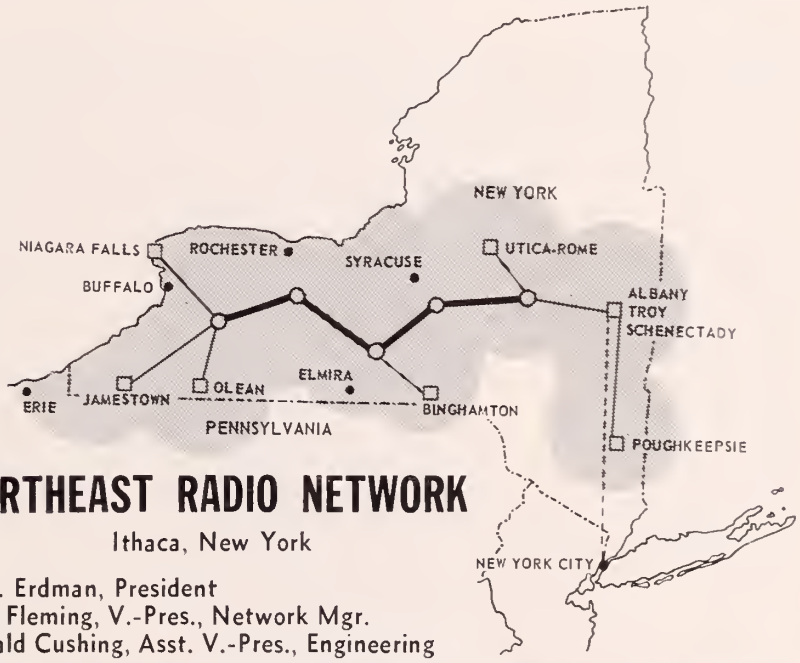
(Cont'd on p. 44)

IN ONE BUY

Quality and Quantity

NORTHEAST

FM RADIO NETWORK



NORTHEAST RADIO NETWORK

Ithaca, New York

E. E. Erdman, President
Joel Fleming, V.-Pres., Network Mgr.
Gerald Cushing, Asst. V.-Pres., Engineering

MUSIC—NEWS—WEATHER

Quality **5** *Quantity*

FM RADIO STATIONS

OWNED AND OPERATED BY

BY

IVY BROADCASTING COMPANY
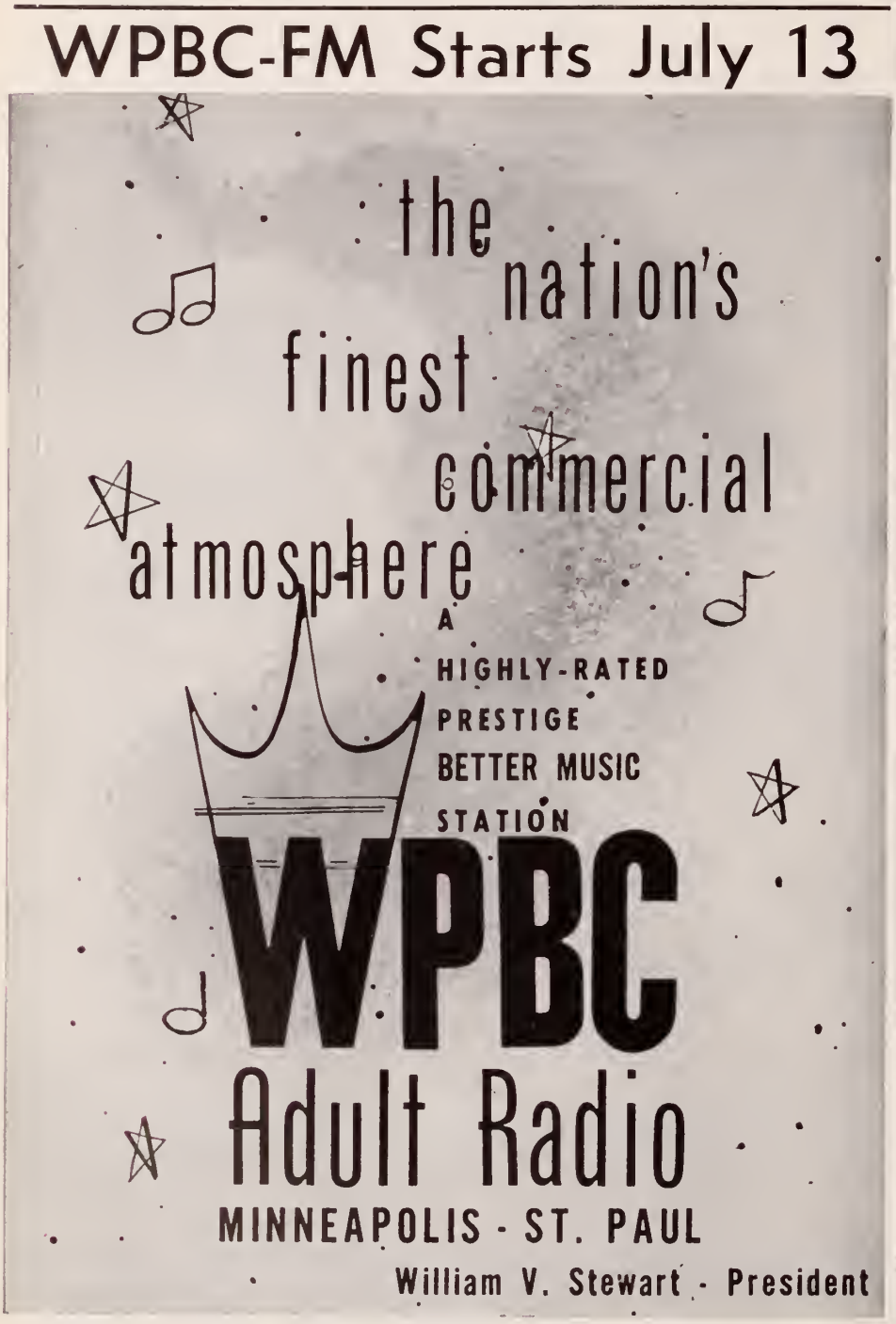
Serving Upstate New York

QXR NETWORK, NATIONAL REPRESENTATIVES

LOCAL AD STORIES

(Cont'd from p. 43)

had its agency place advertising on KITT (FM) with no prior contact by station personnel. Its reasons? This is what Wayne Mendell, firm vice president, states: "Our customer members are generally older and wiser than the average, comprising a segment of the community which clings to accepted standards of taste and conduct . . . . station KITT gives us all that. The results have confirmed our reasoning and surpassed our expectations." In one instance, a retired admiral who had just moved to the area transferred his funds to the San Diego Federal Savings & Loan because of his stated fondness for the fm programming he had been listening to and what he considered to be good taste in advertising.



Department Store—Nieman-Marcus Department Store in Houston tried fm for 13 weeks on KFMK (FM). Daytime announcements of five per day by the store's fashion advisor, Miss Ann Randall, asked listeners to stop by the store and ask her for counsel on women's fashions. The results—this was the only advertising in which the fashion service was promoted — prompted Nieman-Marcus to renew for 26 weeks and it has just renewed for another 26 weeks.

Records—The San Antonio Music Co. purchased its first one-hour program on KITY (FM) — formerly KONO-FM—to promote Angel Records. Since that time, the schedule has been increased on a regular basis. Currently, the store is using eight hours each week plus 10 spots. Having started with the record department, the store's programs and spots also cover the Steinway piano department, the Hammond organ department and shortly is being expanded to include the radio-tv section.

Restaurant — Hickerson's, a local restaurant, bought a full schedule of spots (six per day, seven days a week) on WFMB (FM) Nashville, Tenn., to promote the opening of the establishment. On opening day, the owner queried customers on how they knew of the event. According to the station, 62 percent answered that they heard it over WFMB.

Magazine—WBMI (FM) Meriden, Conn., promoted a two-week offer for a free copy of a hi-fi magazine. During that time, the response totaled about 800 pieces of mail from a radius of 90 miles from the station.

Records—Record sales at the Book Shelf Inc. have been traced, in part, to a one-hour program of fine music on WMCF (FM) Memphis. The show is broadcast on Sunday from 6 to 7 p.m. The store told the station: "Because of the nature of the program . . . we have not expected too

wide an audience; but we have been pleased with the response and what we feel is a growing audience." In one instance, the store said, a couple from Newbern, Tenn., stopped in to thank the shop for the program. Before they left, they had bought one complete opera recording.

Real Estate-Insurance—Free State Properties of Bladensburg, Md., has been running a schedule on WWDC-FM Washington, D. C., promoting its new name and services. Here's what the company said in May: "In the three short months that we have been advertising on WWDC-FM, the response has been excellent. We have found that the clientele that this medium reaches appears to be in the upper income bracket. Being a fairly new firm, our aim is to familiarize the people with our name. WWDC-FM seems to have accomplished more in three months than the local papers could in twelve."

(Cont'd on p. 52)

IN THE NATION'S
29th CITY
(430,459 U. S. Census 1960)

KITH

Is your best
FM RADIO buy

PHOENIX

Is now larger than Atlanta,
Birmingham, Des Moines,
Fort Worth, Louisville, Newark
Omaha, Toledo or Wichita

Metropolitan Phoenix
is even larger with 675,188
KITH is large, too!

5000 Watts—24 hours daily. Antenna 1578 ft. above average Terrain. 101.3 Megacycles

Number ONE in AUDIENCE Size
Lowest Cost Per Thousand
Affiliate IMPERIAL RADIO Network

ALpine 4-5088 P. O. Box 1974
William P. Ledbetter
Pres. and Gen. Mgr.

Call Collect for Availabilities

Fm Station Key

The following information is taken from questionnaires returned by 342 stations that replied to the U.S. RADIO survey. This tremendous response represents nearly a 60 percent return. The programming abbreviations are explained below. Other abbreviations are: NA (not applicable); Sep. (separate) stands for completely separate programming unless days and hours are specified; Dup (duplicate) stands for completely duplicate am-fm programming.

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
ALABAMA			
WAVU-FM Albertville	WAVU	Sep. 6 p.m. to 10 p.m.	Cl, con, s-cl, gd, shw, nws, sprts
WJOF Athens	WJMW	Sep. 5:30 p.m. to 10:30 p.m.	Gd, pop, nws, sprts
WBRC-FM Birmingham	WBRC	Sep. 12 Noon to 6 p.m.	Cl, con, op, educ
WJLN-FM Birmingham	WJLN	Dup.	Negro (jz, nws)
WHOS-FM Decatur	WHOS	Sep.	Cl, con, s-cl, gd, st, shw, jz, nws
WKRG-FM Mobile	WKRG	Sep. Sat. 7:30 p.m. to 10:25 p.m.	Cl, con
WMLS-FM Sylacauga	WMLS	Sep. 6 p.m. to 10 p.m.	Gd, pop, st, shw, nws
ARIZONA			
KELE Phoenix	None	NA	St, flk, cntry, west, nws
KITH Phoenix	None	NA	S-cl, gd, st, shw, nws, drm, cmtry, rel
KFMM Tucson	None	NA	Cl, con, op, s-cl, shw, jz, drm
ARKANSAS			
KBTM-FM Jonesboro	KBTM	Dup.	(Not Reported)
KAMS Mammouth Springs	KALM Thayer, Mo.	Sep. Sunset to 9 p.m.	S-cl, gd, pop, st, sprts
CALIFORNIA			
KJAZ Alameda	None	NA	Jz, sprts
KERN-FM Bakersfield	KERN	Dup.	(Not Reported)
KQXR Bakersfield	None	NA	Cl, s-cl, gd, st, shw
KRE-FM Berkeley	KRE	Sep. Mon.-Sat. 8:30 a.m. to 1:15 p.m. Sun. 8 p.m. to 12:30 a.m.	Con, cl
KCBH Beverly Hills	None	NA	Cl, con, op, s-cl, shw, flk
KUFM El Cajon	None	NA	Cl, op, s-cl, nws
KMJ-FM Fresno	KMJ	Dup.	(Not Reported)
KUTE Glendale	None	NA	S-cl, gd, shw, nws
KBBI Los Angeles	None	NA	Cl, s-cl, gd, nws, drm, cmtry, rel
KBIQ Los Angeles	KBIG	Sep.	Gd, pop, st, shw, flk, jz
KBMS Los Angeles	None	NA	Pop
KHOF Los Angeles	None	NA	Rel
KMLA Los Angeles	None	NA	Gd
KNOB Los Angeles	None	NA	Jz
KPOL-FM Los Angeles	KPOL	Dup.	Gd, st, shw, s-cl, pop
KBEE-FM Modesto	KBEE	Dup.	Gd, st, shw
KAAR Oxnard	KOXR	Sep.	Cl, s-cl, gd, st, shw
KPSR Palm Springs	None	NA	St, s-cl, cl, pop, con, op, shw, cmtry, flk (foreign)
KPLI Riverside	None	NA	Gd, st, shw, nws
KFBK-FM Sacramento	KFBK	Dup.	(Not Reported)
KHIQ Sacramento	None	NA	Cl, con, op, s-cl, gd, pop, st, shw, flk, nws
KJML Sacramento	None	NA	Cl, con, op, s-cl, shw
KXRQ Sacramento	None	NA	S-cl, gd, pop, st, shw, jz
KSFM Sacramento	None	NA	Cl, con, s-cl, gd, st, shw, jz
KFMB-FM San Diego	KFMB	Sep. 10 a.m. to 6 p.m., 7 p.m. to Midnight	S-cl, gd, st, jz, nws, rel

(Cont'd on p. 46)

Key—Classical—cl, concert—con, opera—op, semi-classical—s-cl, good music—gd, popular—pop, standards—st, show music—shw, folk music—flk, jazz—jz, country music—cntry, western music—west, news—nws, drama—drm, commentary—cmtry, readings—rdgs, sports—sprts, educational—educ, religious—rel, discussion—disn.

One of the Nation's Pioneer FM Stations



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Washington
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Affiliated with the
QXR Network

OVER 300% INCREASE IN FM SET SALES*

Leading Miami FM distributor reports a constant back-log of orders for more than 12 months — since WVCG went on FM, November, 1958.

WVCG simulcasts reach over 100,000 families each week, in the Greater Miami area, with incomes of over $95 a week.

*In South Florida, Jan.-April, 1960

WVCG AM FM

CORAL GABLES, FLORIDA

Represented Nationally by
BROADCAST TIME SALES

(Cont'd from p. 45)

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
KFSD-FM San Diego	KFSD	Sep.	Cl, con, op, s-cl, gd, st, shw, flk, nws, cmtry, rdgs
KGB-FM San Diego	KGB	Sep.	Cl, con, s-cl, gd, pop, st, shw
KITT San Diego	None	NA	S-cl, st, shw, flk
KVFM San Fernando	None	NA	S-cl, gd, pop, st, shw, flk
KBAY-FM San Francisco	None	NA	Cl, op, st, shw, flk, jz
KCBS-FM San Francisco	KCBS	Dup.	Cl, con, op, s-cl, gd, pop, st, shw, jz, drm, cmtry, rdgs
KDFC San Francisco	KIBE Palo Alto	Dup.	Cl, op
KNBC-FM San Francisco	KNBC	Dup.	(Not Reported)
KOBY-FM San Francisco	KOBY	Dup.	Due on Air in July. Cl, con, s-cl, gd, pop, st, shw, nws
KPEN San Francisco	None	NA	Cl, con, s-cl, pop, st, shw, jz, nws
KPUP San Francisco	None	NA	Gd, st, shw, flk, jz, nws
KRON-FM San Francisco	None	NA	Cl, con, op, s-cl, gd, shw, nws
KSFR San Francisco	None	NA	Cl, con, op
KEEN-FM San Jose	KEEN	(Not Reported)	Construction Permit Only
KRPM San Jose	None	NA	Cl
KWIZ-FM Santa Ana	KWIZ	Sep.	Gd, Programatic
KRCW Santa Barbara	None	NA	Gd, cl, con, op, s-cl, st, shw, flk, jz, nws, drm, cmtry, rdgs
KSMA-FM Santa Maria	KSMA	Dup.	Pop, st, nws
KWME Walnut Creek	None	NA	Cl, con, op, s-cl, gd, shw
COLORADO			
KRNW Boulder	None	NA	Cl, con, op, gd, shw
KFMH Colorado Springs	None	NA	Cl, con, op, s-cl, gd, pop, st, shw, jz, nws
KVOR-FM Colorado Springs	KVOR	(Not Reported)	Due on Air in July
KDEN-FM Denver	KDEN	Sep.	Cl, con, op, s-cl, shw, flk, drm, rdgs
KTGM Denver	None	NA	Cl, con, op, s-cl, gd, st, shw
CONNECTICUT			
WGHF Brookfield	None	NA	Cl, jz, s-cl, pop, nws
WCCC-FM Hartford	WCCC	Sep. Sunset to Midnight	Con, s-cl, gd, shw, jz, nws, rdgs
WHCN Hartford	None	NA	Cl, con, op, shw, jz, drm
WTIC-FM Hartford	WTIC	Sep. 2 p.m. to 5 p.m., 7 p.m. to 11 p.m.	Cl, con, s-cl, op, shw
WBMI Meriden	WMMW	Sep.	Gd
DELAWARE			
WJBR Wilmington	None	NA	Cl, con, op, s-cl, gd, pop, shw. flk, jz, nws, drm
DISTRICT OF COLUMBIA			
WASH Washington	WDON	Sep.	Cl, con, op, s-cl, gd, shw, flk, jz, nws. QXR Network
WJMD Washington	WUST	Sep.	Cl, s-cl, qd, shw
WMAL-FM Washington	WMAL	Sep. 6 p.m. to Midnight	Cl, con, op, shw, nws, drm
WWDC-FM Washington	WWDC	Sep. 7 a.m. to 2 a.m.	Cl, con, s-cl, gd, nws
FLORIDA			
WVCG-FM Coral Gables	WVCG	Sep. 6 p.m. to Midnight	Cl, con, op, s-cl, shw, nws
WFLM Ft. Lauderdale	None	NA	Cl, con, op, s-cl, gd, st, shw, flk, jz

Key—Classical—cl, concert—con, opera—op, semi-classical—s-cl, good music—gd, popular—pop, standards—st, show music—shw, folk music—flk, jazz—jz, country music—cntry, western music—west, news—nws, drama—drm, commentary—cmtry, readings—rdgs, sports—sprts, educational—educ, religious—rel, discussion—disn.

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
WWIL-FM Ft. Lauderdale	WWIL	Sep.	Cl, con, s-cl, gd, pop, st, shw, jz
WRUF-FM Gainesville	WRUF	Sep. 2 p.m. to Midnight	Cl, con, op, s-cl, st, shw
WJAX-FM Jacksonville	WJAX	Dup. 6 p.m. to Midnight	Gd, st, shw
WMBR-FM Jacksonville	WMBR	Sep. 8:30 a.m. to 8:15 p.m.	Gd, st, shw
WAFM Miami	None	NA	Cl, con, op, s-cl, gd, shw, flk
WCKR-FM Miami	WCKR	Dup.	Gd, pop, st, shw, nws
WMOP-FM Ocala	WMOP	Sep.	Due on Air in July. Cl, con, op, s-cl, qd, shw, jz, nws
WDBO-FM Orlando	WDBO	Dup.	(Not Reported)
WHOO-FM Orlando	WHOO	Sep.	Cl, con, op, s-cl, gd, st, shw, jz, nws
WKIS-FM Orlando	WKIS	Dup.	Gd
WQXT-FM Palm Beach	WQXT	Dup.	Cl, con, op, s-cl, gd, shw, flk, nws
WFLA-FM Tampa	WFLA	Dup.	(Not Reported)
WPKM Tampa	None	NA	S-cl, gd, pop, st, shw
GEORGIA			
WGAU-FM Athens	WGAU	Sep. Tues. and Thurs., 7:30 p.m. to 10 p.m.	Con, s-cl, gd, nws
WGKA-FM Atlanta	WGKA	Sep. Sunset to Midnight	Cl, con, op, s-cl, gd, jz
WBBQ-FM Augusta	WBBQ	Dup.	Gd, oop, st, nws
WRBL-FM Columbus	WRBL	Sep. 9 a.m. to 11 a.m. 1 p.m. to 3 p.m., 7 p.m. to 8 p.m.	Cl, con, op, gd, pop, st, nws, cmtry
WDUN-FM Gainesville	WDUN	Sep.	Gd, pop, st, nws, sprts
WLAG-FM LaGrange	WLAG	Sep. 40 oercent	Sprts, gd, st, shw, nws, educ
WBIE-FM Marietta	WBIE	Sep. 7:30 p.m. to 10 p.m.	Gd, pop, st, shw, nws, sprts
ILLINOIS			
WNWC Arlington Heights	None	NA	Pop, st, shw, nws
WJBC-FM Bloomington	WJBC	Dup.	Gd, pop st, shw, nws, sprts
WROY-FM Carmi	WROY	Sep. 3 nights a week til 10 p.m.	Sprts
WDWS-FM Champaign	WDWS	Sep. 9 a.m. to 9 p.m.	Pop, st, nws
WCLM Chicago	None	NA	Cl, con, oo, s-cl, gd, poo, st, shw, jz
WDHF Chicago	None	NA	Gd, pop, st, shw
WEBH Chicago	None	NA	Cl, qd, pop, st, shw, jz, nws
WFMF Chicago	None	NA	Con, s-cl, qd, pop, st, shw, jz, nws, educ
WFMQ Chicago	None	NA	Cl, op, gd, st, shw, flk, jz, nws, cmtry
WFMT Chicago	None	NA	Cl, con, oo drm, cmtry, rdqs, shw, flk
WKFM Chicago	None	NA	St, s-cl, shw, nws
WMAQ-FM Chicago	WMAQ	Dup.	Gd, st, nws
WNIB Chicago	None	NA	Cl, con, op, shw, flk, jz
WSBC-FM Chicago	WSBC	Sep.	Cl. con, op, s-cl, shw, flk, jz, nws, drm, cmtry, rdas, editorial
WSOY-FM Decatur	WSOY	Sep. 9 a.m. to 11:15 a.m., 1 p.m. to 3 p.m., 6:45 p.m. to 8 p.m.	Cl, oo, s-cl, gd, st, shw, flk, nws, sprts
WRMN-FM Elgin	WRMN	Sep. Am Sign-off to 11 p.m.	Not on air yet. Cl, con, op, s-cl, gd, shw, flk, jz, nws
WXFM Elmwood Park	None	NA	Cl, con, s-cl, st, shw, flk, jz, drm, rdqs, disn
WEAW-FM Evanston	WEAW	Sep. 90 percent	Cl, con, s-cl, gd
WEBQ-FM Harrisburg	WEBQ	Dup.	Cl, s-cl, qd, pop, st, shw, flk, jz, nws, drm, cmtry, rdqs
WAJP Joliet	None	NA	S-cl, gd, pop, st, shw, flk
WJOL-FM Joliet	WJOL	Sep. Weekdays 6 p.m. to 11 p.m., Sat. 3 p.m. to 11 p.m., Sun. 12:15 to 9:30 p.m.	Con, s-cl, qd, shw, jz, nws
WSMI-FM Litchfield	WSMI	Sep.	Gd, st, nws, cmtry

(Cont'd on p. 48)

WFLM

105-9 F.M. DIAL

Fort Lauderdale's Fine Music Station

Broward County's first full-time FM station offers the finest in quality programming. WFLM is not a "background music" station . . . instead WFLM brings to Gold Coast listeners outstanding programs such as Celebrity's Choice, Pop Concert, Evening Concert, Children's Corner, The Art Of Investing, Night At The Opera, FM Spectacular, Two On The Aisle, Jazz Spectacular, etc. Local and regional advertisers such as The Dania Bank, Publix Markets, Stelling's Department Store, Merrill, Lynch, Pierce, Fenner & Smith, Thompson Office Equipment Co. and many others agree WFLM reaches a responsive adult audience.

1960 Census figures show Broward County's population at 329.000 and it's growing every day.

If you have a product or service to sell to a high income adult audience, contact WFLM. Call JAckson 4-6541 for the complete WFLM story.

WFLM 105.9 fm dial

Fort Lauderdale's Fine Music Station

R. A. Hinners, Station Manager
305 S. Andrews Avenue
Fort Lauderdale, Florida

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The Twin Cities
1st
FM Station*
is proud to announce
it will join the
HERITAGE
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in August, 1960

*70.5% of all Twin Cities FM listeners prefer WLOL-FM according to interviews conducted by Midcontinent Surveys, Inc., November, 1959.

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Minneapolis-St. Paul

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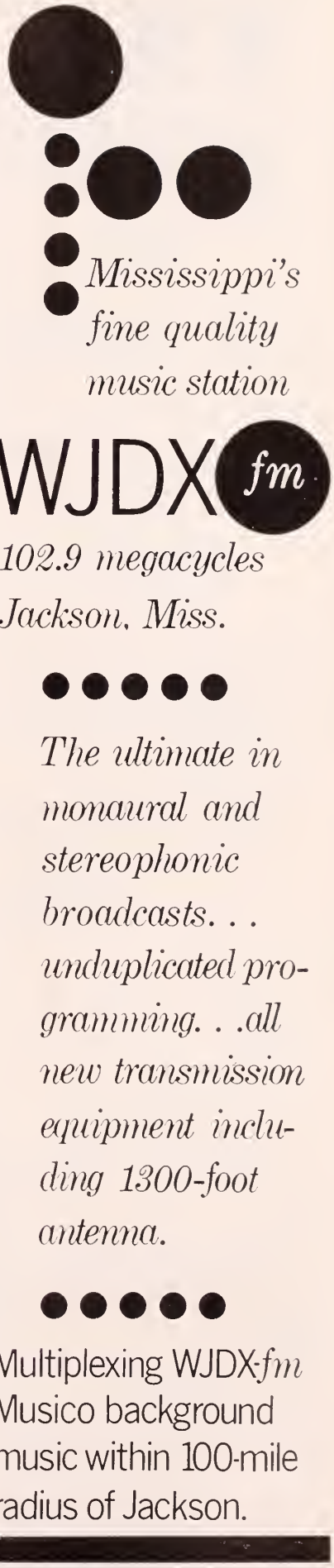
(Cont'd from p. 47)

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
WLBH-FM Mattoon	WLBH	Sep. at night	Gd, pop, shw, nws, sprts
WSAB Mt. Carmel	None	NA	Not on Air Yet. Con, s-cl, gd
WMIX-FM Mt. Vernon	WMIX	Dup.	Gd, nws, sprts
WVLN-FM Olney	WVLN	Sep. 11:30 a.m. to 1 p.m.	Gd, st, sprts
WPRS-FM Paris	WPRS	Dup.	Gd, st
WGEM-FM Quincy	WGEM	Dup.	S-cl, gd, pop, st, shw
WTAX-FM Springfield	WTAX	Sep. 6:15 p.m. to 9 p.m.	Cl, con, s-cl, shw
INDIANA			
WTTV-FM Bloomington	WTTS	Dup.	Cl, s-cl, gd, pop, st, shw, jz, nws, cmtry, sprts
WCSI-FM Columbus	WCSI	Sep. 6 p.m. to Midnight	Gd, st, shw, sprts
WIKY-FM Evansville	WIKY	Sep. 6 p.m. to Midnight	Cl, con, op, s-cl, gd, pop, st, shw, jz
WPTH Ft. Wayne	None	NA	Cl, con, op, s-cl, gd, pop, st, shw, flk, jz
WYCA Hammond	None	NA	Cl, con, s-cl, gd, nws, rel
WAJC Indianapolis	None	NA	Cl, con, op, s-cl, gd, shw, jz, nws, drm, cmtry, rdgs, disn
WFBM-FM Indianapolis	WFBM	Sep.	Cl, con, s-cl, nws, weather
WFMS Indianapolis	None	NA	Cl, con, op, s-cl, gd, pop, shw, flk, nws, weather
WORX-FM Madison	WORX	Dup. Except for Sprts	S-cl, gd, poo, nws, sprts
WMRI-FM Marion	WMRI	Sep. 6 p.m. to 10:15 p.m.	Cl, con, op, s-cl, gd, shw, jz, nws
WCTW-FM New Castle	WCTW Due on Air in Sept.	Dup.	Gd, pop, st, nws, sprts, farm
WTHI-FM Terre Haute	WTHI	Sep.	S-cl, gd, st, shw
IOWA			
WOC-FM Davenport	WOC	Dup.	(Not Reported)
WHO-FM Des Moines	WHO	Sep.	Pop, st, shw, flk, jz
KWPC-FM Muscatine	KWPC	(Not Reported)	Cl, con, pop, nws, sprts
KAYL-FM Storm Lake	KAYL	Sep. 8:20 a.m. to 5 p.m.	Gd, st, shw
KANSAS			
KTOP-FM Topeka	KTOP	Sep.	Cl, con, op, s-cl, st, jz, nws, drm
KFH-FM Wichita	KFH	Dup.	(Not Reported)
KENTUCKY			
WKOF Hopkinsville	WKOA	Sep. Sunset to 11 p.m.	S-cl, gd, pop, st, shw, nws, sprts
WRLX Hopkinsville	WHOP	Sep. 8:05 a.m. to 6 p.m.	Gd, sprts
WLVL Louisville	None	NA	Cl, con, op, s-cl, shw, flk, jz
WNGO-FM Mayfield	WNGO	Dup.	Pop, st, flk
WOMI-FM Owensboro	WOMI	Sep. 33 percent	Cl, con, op, pop, shw, nws, sprts
LOUISIANA			
WDSU-FM New Orleans	WDSU	Dup.	Cl, gd, st, shw, nws
WWMT New Orleans	None	NA	Gd
KRMD-FM Shreveport	KRMD	Dup.	Pop, st
KWKH-FM Shreveport	KWKH	Dup.	(Not Reported)
MAINE			
WFST-FM Caribou	WFST	Sep. Sunset to 11:05 p.m.	Cl, con, s-cl, gd, st, shw, nws
WMTW-FM Poland Spring	None	NA	Cl, con, op, s-cl, gd, shw, nws
WLOB-FM Portland	WLOB	Sep.	Gd, nws, disn, rel

Key—Classical—cl, concert—con, opera—op, semi-classical—s-cl, good music—gd, popular—pop, standards—st, show music—shw, folk music—flk, jazz—jz, country music—cntry, western music—west, news—nws, drama—drm, commentary—cmtry, readings—rdgs, sports—sprts, educational—educ, religious—rel, discussion—disn.

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
MARYLAND			
WANN-FM Annapolis	WANN	Sep.	Cl, con, op, s-cl, gd, pop, st, shw, jz, nws, cmtry, rdgs
WCBM-FM Baltimore	WCBM	Dup.	Cl, con, op, pop, st, shw, nws, drm, cmtry
WFMM Baltimore	None	NA	Cl, con, op, s-cl, gd, st, shw, jz, flk
WITH-FM Baltimore	WITH	Sep.	Cl, con, op, s-cl, shw, jz, drm, cmtry, educ. QXR Network
WPGC-FM Morningside	WPGC	Dup.	Pop, nws
WGAY Silver Spring	WQMR	Sep.	Town & cntry
WTTR-FM Westminster	WTTR	Sep. Sunset to Midnight	Gd, sprts
MASSACHUSETTS			
WBZ-FM Boston	WBZ	Sep.	Cl, con, s-cl, gd, pop, st, shw
WCOP-FM Boston	WCOP	Dup.	Pop
WCRB-FM Boston	WCRB	Dup.	Cl, con, op, s-cl, gd, st, shw, flk, nws, cmtry
WBET-FM Brockton	WBET	Dup.	Con, s-cl, gd, pop, st, shw, nws, cmtry
WHRB-FM Cambridge	WHRB	Dup.	Cl, con, op, shw, flk, jz, nws, drm, cmtry, rdgs, sprts
WISK-FM Medford	WHIL	(Not Reported)	Not on Air Yet
MICHIGAN			
WHFB-FM Benton Harbor	WHFB	Sep. Sun. 7 a.m. to 12 Noon	Gd, pop, st, shw, nws, sprts
WTVB-FM Coldwater	WTVB	Dup.	Cl, s-cl, gd
WABX Detroit	None	NA	Cl, con, op, s-cl, gd
WJBK-FM Detroit	WJBK	Dup.	(Not Reported)
WJR-FM Detroit	WJR	Dup.	(Not Reported)
WKMH-FM Detroit	WKMH	Dup.	Gd, pop, jz, nws
WLDM Detroit	None	NA	S-cl, gd, st
WMZK Detroit	WJLB	Sep.	S-cl, gd, st
WOMC Detroit	WEXL	Sep.	Gd
WWJ-FM Detroit	WWJ	Dup.	(Not Reported)
WSWM East Lansing	None	NA	Cl, con, gd, s-cl, st, pop, op, shw, jz, nws, cmtry
WMRT Lansing	None	NA	Due on Air in August. Cl, s-cl, pop, st, shw, flk, jz
WBRB-FM Mt. Clemens	WBRB	Sep. Sunset to Midnight	Due on Air in Late Summer. Pop, st, shw, nws, cmtry
MINNESOTA			
KLIZ-FM Brainerd	KLIZ	Sep. 4:30 p.m. to 11 p.m.	Cl, con, s-cl, st, shw, jz, nws
KWFM Minneapolis	None	NA	Cl, nws, drm, cmtry, shw, jz, op, pop
WLOL-FM Minneapolis	WLOL	Sep. 6 a.m. to Midnight	Cl, shw, jz, rdgs
WPBC-FM Minneapolis	WPBC	Sep. Sunset to 11 p.m.	Due on Air in July. Cl, con, s-cl, gd, st, shw, nws
MISSISSIPPI			
WJDX-FM Jackson	WJDX	Sep. 6:30 a.m. to 9 a.m., 11 a.m. to 7 p.m.	S-cl, gd, nws
WNSL-FM Laurel	WNSL	Sep. 7 p.m. to 11 p.m.	Gd, pop, st
MISSOURI			
KCJC Kansas City	None	NA	S-cl, gd, st, shw, jz
KCMO-FM Kansas City	KCMO	Sep.	Cl, con, op, s-cl, gd, shw, flk, jz, nws
KXTR Kansas City	None	NA	Cl, con, s-cl, op, nws, cmtry
KSTL-FM St. Louis	KSTL	Sep.	S-cl, gd, shw, jz

(Cont'd on p. 50)



KWIX (CLICKS) IN ST. LOUIS

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Featuring:

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* Live remotes from scenes of action!
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* KWIX-A-FLASH news!
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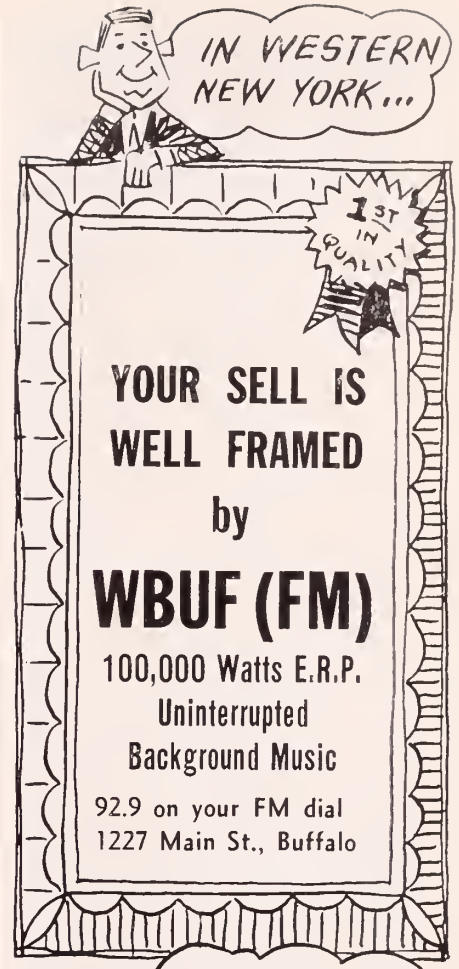
(Cont'd from p. 49)

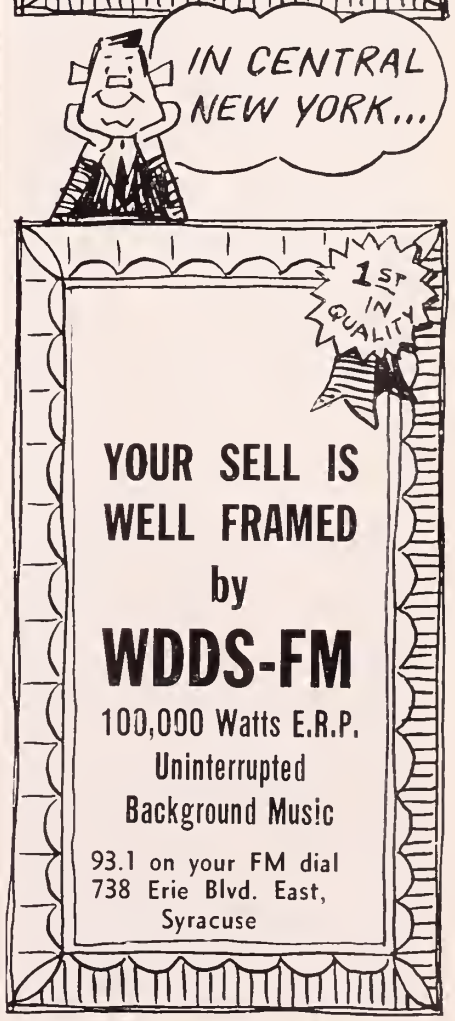
Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
KWIX St. Louis	None	NA	Gd, st, nws, cmtry
KWPM-FM West Plains	KWPM	Sep.	New Programming to Start July
NEBRASKA			
KHOL-FM Holdrege	None	NA	Cl, gd, shw
KFMQ Lincoln	None	NA	Cl, s-cl, shw, flk, jz
KQAL Omaha	KMEO	Sep.	Cl, con, op, s-cl, gd, st, shw, flk, jz, drm, cmtry, rdgs, disn
WOW-FM Omaha	WOW	Sep.	Due on air in November. Cl, con, op, s-cl, gd, st, shw, flk, jz, nws, cmtry, disn, educ, rel
NEW JERSEY			
WJLK-FM Asbury Park	WJLK	Dup.	(Not Reported)
WRLB Long Branch	None	NA	Not on Air Yet. Cl, con, s-cl, gd, shw, nws
WPRB-FM Princeton	WPRB	Dup.	Cl, shw, jz
WCMC-FM Wildwood	WCMC	Sep. 8 p.m. to 11 p.m.	Cl, con, op, s-cl, shw, jz
NEW YORK			
WGFM Albany	WGY	Sep. Friday 7:30 p.m. to 10:30 p.m.	Cl, con, s-cl, shw, jz, nws
WBUF Buffalo	None	NA	Gd
WEBR-FM Buffalo	WEBR	Sep. 6:30 p.m. to Midnight	Cl, s-cl, pop, shw, jz
WGR-FM Buffalo	WGR	Sep.	Cl, con, op, s-cl, gd, pop, st, shw jz, nws, rel
WRRE-FM Bristol Center	None	NA	Cl, con, nws, sprts, educ. QXR Network
WRRC-FM Cherry Valley	None	NA	Cl, con, nws, sprts, educ. QXR Network
WCLI-FM Corning	WCLI	Sep. 9:30 p.m. to 11 p.m., 1:30 p.m. to 2 p.m. and for sports	Cl, con, s-cl, sprts, educ
WRRD-FM DeRuyter	None	NA	Cl, con, nws, sprts, educ. QXR Network
WRRA-FM Ithaca	None	NA	Cl, con, nws, sprts, educ. QXR Network
WVBR Ithaca	None	NA	Cl, s-cl, shw, flk, jz, news, sprts
WJTN-FM Jamestown	WJTN	Sep. 10 a.m. to Midnight	Cl, con, nws. QXR Network
WABC-FM New York	WABC	Sep. 6 p.m. to Midnight	Cl, con, op, s-cl, gd, st, shw, flk, jz, nws, drm, cmtry, rdgs
WBFM New York	None	NA	Gd, pop, st, shw
WNBC-FM New York	WNBC	Dup.	Gd, pop, st, shw, nws, cmtry
WNCN New York	None	NA	Cl, con, op, nws
WQXR-FM New York	WQXR	Dup.	Cl, nws, con, op, s-cl, shw, flk, jz
WRFM New York	WWRL	Sep.	Cl, con, op, s-cl, gd
WHDL-FM Olean	WHDL	Sep.	Cl, con
WLNA-FM Peekskill	WLNA	Sep. Am Sign-off to 2 a.m.	Cl, con, s-cl, gd, pop, st, shw, nws
WEAV-FM Plattsburgh	WEAV	Sep. for sports only	Sprts
WKIP-FM Poughkeepsie	WKIP	Dup.	Gd, pop, st, shw, jz, news, cmtry
WROC-FM Rochester	None	NA	Cl, con, s-cl, shw, nws. QXR Network
WDDS Syracuse	None	NA	Gd
WRUN-FM Utica	WRUN	Sep.	QXR Network
WRRL-FM Wethersfield	None	NA	Cl, con, op, s-cl, gd QXR Network

Key—Classical—cl, concert—con, opera—op, semi-classical—s-cl, good music—gd, popular—pop, standards—st, show music—shw, folk music—flk, jazz—jz, country music—cntry, western music—west, news—nws, drama—drm, commentary—cmtry, readings—rdgs, sports—sprts, educational—educ, religious—rel, discussion—disn.

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
NORTH CAROLINA			
WGWR-FM Asheboro	WGWR	Sep. 6 p.m. to 9 p.m.	Cl, s-cl, gd, pop, st, nws, sprts
WLOS-FM Asheville	WLOS	Dup.	Gd, pop, st, shw, nws
WBAG-FM Burlington	WBAG	Sep. 12:35 p.m. to 3 p.m., Am Sign-off to 10:30 p.m.	Gd, sprts
WSOC-FM Charlotte	WSOC	(Not Reported)	Gd, pop, st, shw, flk, jz, nws, cmtry
WYFM Charlotte	None	NA	Cl, con, op, s-cl, gd, st, flk
WMDE Greensboro	None	NA	Cl, con, op, s-cl, gd, pop, st, shw, flk
WHKP-FM Hendersonville	WHKP	Sep. Sun. 6:15 a.m. to 6:30 p.m. and for sports	Cl, s-cl, gd, pop, st, shw, flk, jz, nws, rdgs, sprts
WEWO-FM Laurinburg	WEWO	Sep. Am Sign-off to 9 p.m. and Sun. 8 a.m. to 11 a.m., 2 p.m. to 3:30 p.m.	Cl, s-cl, gd, st, shw
WLOE-FM Leaksville	WLOE	Sep. 12 p.m. to 11 p.m.	Programatic
WBUY-FM Lexington	WBUY	Sep. Sunset to 9 p.m.	Pop, st, nws
WPTF-FM Raleigh	WPTF	Sep. 8:05 p.m. to 10 p.m.	Cl, con, op
WFMA Rocky Mount	WCEC	Sep. 10 a.m. to 11 p.m.	Cl, con, gd, pop, shw, nws, sprts
WSTP-FM Salisbury	WSTP	Dup.	Gd, pop, st, nws
WFMX Statesville	WSIC	Sep.	S-cl, gd, shw
WYFS Winston-Salem	None	NA	Cl, con, op
OHIO			
WFAH-FM Alliance	WFAH	Sep. Sunset to 9 p.m.	Con, s-cl, shw, sprts
WAEF Cincinnati	None	NA	Cl, s-cl, gd, shw, flk, jz, nws
WKRC-FM Cincinnati	WKRC	Sep.	Cl, con, op, s-cl, gd, pop, st, shw, jz, nws
KYW-FM Cleveland	KYW	Sep. 12 p.m. to Midnight	Cl, con, op, s-cl, jz
WDOK-FM Cleveland	WDOK	Sep. 9 a.m. to 1 p.m. 2 p.m. to 8 p.m.	Cl, con, s-cl, gd, nws
WHIO-FM Dayton	WHIO	Sep.	Cl, con, s-cl, gd, nws
WFIN-FM Findlay	WFIN	Sep. 6:30 p.m. to 10 p.m.	Cl, con, s-cl, gd, st, shw, flk, jz
WFRO-FM Fremont	WFRO	Sep. Am Sign-off to 9 p.m.	Cl, con, s-cl, gd, shw, jz, nws
WQMS Hamilton	None	NA	Cl, con, op, s-cl, gd, pop, st, shw, flk, jz, nws, cmtry
WHOK-FM Lancaster	WHOK	Sep. 6 p.m. to Midnight	Gd, sprts
WMRN-FM Marion	WMRN	Sep. for Sports Only	Cl, con, op, shw, sprts
WPFB-FM Middletown	WPFB	Sep. 6 a.m. to 10:30 p.m	Cl, gd, pop, st, shw, jz, sprts
WMVO-FM Mt. Vernon	WMVO	Sep. After Sunset	Gd, sprts
WSOM Salem	None	NA	Gd, pop, st, shw, flk, jz, cmtry, sprts
WLEC-FM Sandusky	WLEC	Dup.	(Not Reported)
WBLY-FM Springfield	WBLY	Sep. Am Sign-off to 11 p.m.	S-cl, gd, st, shw
WMHE Toledo	None	NA	Cl, con, op, s-cl, gd, st, shw, jz, nws
WKBN-FM Youngstown	WKBN	Dup.	(Not Reported)
OKLAHOMA			
KYFM Oklahoma City	None	NA	S-cl, gd, st, shw, nws, sprts
KSPI-FM Stillwater	KSPI	Sep. After Am Sign-off	Cl, s-cl, gd, st, shw, jz, nws, sprts
KOGM Tulsa	None	NA	Cl, con, s-cl, gd, pop, shw, jz, nws

(Cont'd on p. 52)





AD STORIES (Cont'd from p. 45)

Home Builder—A builder of custom homes that sold for $35,000 and up used a combination of KPLI (FM) Riverside, Calif., newspapers, billboards and direct mail. Though much less was spent with KPLI than with any other single medium, an actual poll of visitors to model homes showed that two out of five responded to announcements aired on the station, according to KPLI. When only a few homes remained to be sold in the development, the builder remained on KPLI after discontinuing all other advertising.

Fm Sets—More than 500 replies were received by WQXT-AM-FM Palm Beach, Fla., in a two-week effort that offered the Sarkes Tarzian fm radio for $20 during the month of April. Over 200 of these replies resulted in new fm listeners through placement of the sets.

Moving Van—North American Van Lines, in a schedule on KUTE (FM) Glendale, Calif., pulled 12 leads on

(Cont'd on p. 54)

OVER 7 YEARS OF NATIONAL AND LOCAL ADVERTISER APPROVAL . . .

WFMB

NASHVILLE, TENN.

(32% FM Set Penetration!)

Oldest independent, regularly-programmed FM station in the South.

For rates & additional information, Call ALpine 5-5526

(Cont'd from p. 51)

Station	Am Affiliate	Is Fm Stotion Progrommed Separotely Or Does It Duplicate Am?	Fm Progromming Key
OREGON			
KBOY-FM Medford	KBOY	Sep. 12 p.m. to 2 p.m., Sunset to Midnight	Cl, con, s-cl, gd, pop, st, shw, flk, jz, nws
KEX-FM Portland	KEX	Sep. 5 p.m. to Midnight	Cl, con, s-cl
KOIN-FM Portland	KOIN	Dup.	(Not Reported)
KPOJ-FM Portland	KPOJ	Dup.	Pop, st, nws
PENNSYLVANIA			
WFMZ Allentown	None	NA	Cl
WHLM-FM Bloomsburg	WHLM	Dup.	Gd, pop, st, shw, jz, nws
WAZL-FM Hazleton	WAZL	Dup.	Cl, con, s-cl, gd, pop, st, shw, jz, nws, cmtry
WJAC-FM Johnstown	WJAC	Dup.	Gd, st, shw, jz, nws
WDAC Lancaster	None	NA	Cl, s-cl, gd, nws, rel
WLAN-FM Lancaster	WLAN	Sep.	Cl, con, op, s-cl, gd, shw, nws
WFIL-FM Philadelphia	WFIL	Sep.	Cl, con, s-cl, gd, st, shw, flk, nws
WFLN-FM Philadelphia	WFLN	Dup.	Cl
WIBG-FM Philadelphia	WIBG	Dup.	Pop, nws
WIFI Philadelphia	None	NA	Pop, st, shw, nws, cmtry, disn
WQAL Philadelphia	None	NA	Gd, s-cl, pop, st, shw, jz, cl, con
KDKA-FM Pittsburgh	KDKA	Sep. 12 p.m. to Midnight	Cl, con, op, s-cl, gd, shw, jz
WFMP Pittsburgh	WAMP	Dup.	Gd, st, shw, nws
WILY Pittsburgh	WAMO	Sep. Sunset to Midnight	Due on Air in July.
WKJF-FM Pittsburgh	None	NA	Pop, st, shw, s-cl, cl, nws
WPIT-FM Pittsburgh	WPIT	Sep.	Gd, rel
WGBI-FM Scranton	WGBI	Dup.	Gd
WTTC Towanda	None (Am Permit Expctd.)	NA	Cl, s-cl, st, jz, nws, rel
WYZZ Wilkes-Barre	None	NA	Cl, con, op, s-cl, gd, shw
RHODE ISLAND			
WPFM Providence	None	NA	Cl, con, op, s-cl, gd, shw, flk, jz, nws, drm, cmtry, rdgs
WPJB Providence	WEAN	Sep. 6 p.m. to 11 p.m.	Cl, con, op, s-cl, gd, st, shw, nws
SOUTH CAROLINA			
WDSC-FM Dillon	WDSC	Dup.	Cl, con, s-cl, gd, pop, st, shw, flk
WESC-FM Greenville	WESC	Sep. 9 a.m. to 10 p.m.	Con, s-cl, gd, shw, sprts
TENNESSEE			
WMCF Memphis	WMC	Sep.	Cl, con, op, s-cl, gd, pop, st, shw, nws, cmtry, sprts
WFMB Nashville	None	NA	Cl, con, op, s-cl, gd, st, shw, jz, cmtry
WSIX-FM Nashville	WSIX	Sep.	Gd, shw
TEXAS			
KHFI Austin	None	NA	Cl, con, op, s-cl, gd, st, shw, flk, jz, drm, rdgs, nws
KMFM Corpus Christi	None	NA	Cl, con, op, s-cl, gd, st, shw
WFAA-FM Dallas	WFAA	(Not Reported)	Due on Air Late Fall.
WRR-FM Dallas	WRR	Sep. 3 p.m. to Midnight	Cl
KSPL-FM DiBoll	KSPL	Sep.	Con, s-cl, gd, st, shw, jz, nws

Key—Classical—cl, concert—con, opera—op, semi-classical—s-cl, good music—gd, popular—pop, standards—st, show music—shw, folk music—flk, jazz—jz, country music—cntry, western music—west, news—nws, drama—drm, commentary—cmtry, readings—rdgs, sports—sprts, educational—educ, religious—rel, discussion—disn.

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
KHMS El Paso	None	NA	Con, cl, s-cl, gd, st, shw
KFJZ-FM Ft. Worth	KFJZ	Sep.	S-cl, gd, pop, st, shw, nws
KGAF-FM Gainesville	KGAF	Sep. 7 p.m. to 10 p.m.	Con, gd, pop, st, shw, jz
KELT Harlingen	KGBT	Sep.	Cl, gd, shw, jz, rel
KFMK Houston	None	NA	Pop
KHGM Houston	None	NA	Con, s-cl, gd, shw, nws
KRBE Houston	None	NA	Cl, con, op, s-cl, drm
KTRH-FM Houston	KTRH	Sep.	Cl, con, op, s-cl, gd, st, shw, nws
KFMP Port Arthur	None	NA	Cl, con, op, s-cl, gd. pop, shw, jz, nws
KEEZ San Antonio	None	NA	Con, gd, pop, shw
KITY San Antonio	KONO	Sep.	Cl, con, op, s-cl, gd, pop, st, shw, jz, nws, cmtry
KCMC-FM Texarkana	KCMC	Sep. 3 p.m. to 3:30 p.m. 10 p.m. to Midnight	S-cl, gd, pop, st, flk, jz, nws, cmtry, rel
KEFC Waco	None	NA	Cl, s-cl, gd, shw, nws
UTAH			
KLUB-FM Salt Lake City	KLUB	Sep.	Due on Air October. Cl, con, op, s-cl, shw, jz
VIRGINIA			
WCCV Charlottesville	WCHV	Sep.	Cl, con, op, s-cl, shw, jz, cmtry
WFVA-FM Fredericksburg	WFVA	Sep. for Sports Only	Cl, con, op, s-cl, gd, pop, st, shw, flk, jz, nws, cmtry, sprts
WMNA-FM Gretna	WMNA	Sep. Sunset to 10:15 p.m.	Gd, pop, st, shw, jz, nws, sprts
WSVA-FM Harrisonburg	WSVA	Dup.	(Not Reported)
WGH-FM Norfolk	WGH	Sep. 7 a.m. to 1 a.m.	Cl, con, op, s-cl, gd, st, shw, flk, jz, nws, drm, cmtry, rdgs
WRVC Norfolk	None	NA	Cl, con, op, s-cl, gd, st, shw, flk, jz, nws, drm
WRNL-FM Richmond	WRNL	Sep. 2:30 p.m. to 5 p.m.	Gd, st, shw, nws
WDBJ-FM Roanoke	WDBJ	Dup.	Cl, con, op, s-cl, gd, pop, st, shw, flk, jz, nws, drm, cmtry, rdgs, educ, disn, rel
WSLS-FM Roanoke	WSLS	Sep. 9 a.m. to Midnight	Cl, con, op, s-cl, gd, st, shw, flk, nws
WAFC-FM Staunton	WAFC	Sep.	Cl, con, op, s-cl, gd, st, shw, jz, nws, drm, cmtry, rel
WRFL Winchester	WINC	Dup.	Sprts
WASHINGTON			
KGMJ Seattle	None	NA	Cl, jz, flk, cmtry
KING-FM Seattle	KING	Sep. 6 p.m. to Midnight	Cl, op, s-cl, shw, flk, jz
KIRO-FM Seattle	KIRO	Dup.	Gd, pop, st, shw, nws, drm, cmtry
KISW Seattle	None	NA	Cl, con, op, flk, drm
KLSN Seattle	None	NA	Flk, shw, jz, con, st, op, cl
KMCS Seattle	None	NA	St, shw, flk
KHQ-FM Spokane	KHQ	Dup.	(Not Reported)
KTNT-FM Tacoma	KTNT	Sep. 8 p.m. to 10 p.m.	Gd, pop, shw, jz, nws
KTWR Tacoma	None	NA	Cl, s-cl, drm, cmtry, rel
WEST VIRGINIA			
WKAZ-FM Charleston	WKAZ	Dup.	Gd, pop, st, nws, cmtry
WAJR-FM Morgantown	WAJR	Sep. 4 p.m. to 8 p.m.	Cl, s-cl
WWVA-FM Wheeling	WWVA	Dup.	(Not Reported)

(Cont'd on p. 54)



AD STORIES (Cont'd from p. 52)

families moving a distance of 50 miles or more from Los Angeles, reports the station. These leads cost the sponsor $250, or about $6 each. The station comments, "If the moving van closed only one deal, it got its money back."

Public Utility—The San Diego Gas & Electric Co. spent a considerable amount of time and research to determine the best means of reaching the influentials with its institutional messages. The company decided to devote a healthy portion of its promotion funds on KFSD-FM San Diego, using two hours of concert music per night, seven nights per week on a year's contract, declares the station. The results were immediate, according to KFSD-FM, in the form of congratulatory phone calls to the sponsor from listeners.

Real Estate—Albert A. White, owner of Whitehills Estates, an exclusive sub-division in the Lansing-East Lansing area, has been a steady advertiser on WSWM (FM) East Lansing, Mich., since the first month the station began operations a year ago. The real estate owner has been making use of segment time purchases and a regular spot campaign. Mr. White has attributed the sale of several $15,000 lots to his fm advertising campaign, states WSWM.

Investment Securities — The Cincinnati offices of Gallagher-Roach & Co., Columbus, O., turned to fm as a sales tool reluctantly at first. The decision to use WAEF (FM) was based more on the personal listening habits of John P. Roach and the fact that he liked the quality of the sound. Mr. Roach had this to say to the station last February after four months of fm use: "The results have been most gratifying. Not only are we receiving more inquiries than our Columbus office, but I have had people tell me they caught our market reports on WAEF. . . . In fact, one of our recent large orders came from an individual (new account) who said that he admired your music so much he 'just felt disposed to pay more attention to the advertisers.' It appears at this time that our 6:05 p.m. market reports will be a nightly feature on your station for a long time to come. . . . Your fm station has been the most consistent and productive of any medium we have used."

Tours — With 80 one-minute announcements last May, WFMZ (FM) Allentown, Pa., sold out all 20 available reservations for the Pablo Casals Festival Tour to Puerto Rico.

Stationery—A local stationer spent $15 on a brief campaign over WPRB (FM) Princeton, N. J. He sold over $500 worth of merchandise which, according to the station, he attributed directly to fm. • • •

(Cont'd from p. 53)

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
WISCONSIN			
WIAL Eau Claire	WEAQ	Dup.	(Not Reported)
WFAW Ft. Atkinson	None (Am Application Pending)	NA	Cl, s-cl, gd, pop, st, shw, nws, sprts
WISM-FM Madison	WISM	Dup.	Pop, st
WMFM Madison	None	NA	Cl, gd, st, flk, jz
WRUB Madison	None	NA	Cl, rel
WEKZ-FM Monroe	WEKZ	Sep. 7 p.m. to 10 p.m.	Cl, gd, shw, sprts
WRJN-FM Racine	WRJN	Dup.	Con, s-cl, gd, pop, st, shw, flk, nws
WTTN-FM Watertown	WTTN	Sep. After 6 p.m.	Due on Air Sept. S-cl, gd, st
WLIN Wausau	WSAU	Sep. Sun. Sign-on to Sign-off	Gd, shw, nws
WFHR-FM Wisconsin Rapids	WFHR	Sep. for Sports Only	Cl, s-cl, gd, pop, st, shw, flk, nws, sprts
PUERTO RICO			
WKAQ-FM San Juan	WKAQ	Dup.	(Not Reported)
WPRM San Juan	None	NA	Cl, con, s-cl, gd, pop, st, shw, flk, nws

Key—Classical—cl, concert—con, opera—op, semi-classical—s-cl, good music—gd, popular—pop, standards—st, show music—shw, folk music—flk, jazz—jz, country music—cntry, western music—west, news—nws, drama—drm, commentary—cmtry, readings—rdgs, sports—sprts, educational—educ, religious—rel, discussion—disn.

Addenda

For stations whose questionnaires were not returned, U. S. RADIO will run an addenda to the *Fm Station Key* in a forthcoming issue.

Stations are requested to send in the following information: Call letters of fm station and city location; if there is an am affiliate, give call letters; explain if fm station is programmed separately or if it duplicates am, and describe your fm programming in concise terms.

JAMPRO ANTENNA COMPANY

7500 14TH AVENUE • BUILDING 9
SACRAMENTO • CALIFORNIA

4-, 6-, 8-BAY

FM ANTENNAS

IMMEDIATE DELIVERY

JAMPRO ANTENNAS . . . *Designed and Built to Do a Perfect Job! For FM and Multiplexing*

FM Quality Music Stations

The New Dimension In Radio In Major Markets

These are your Quality Music FM Stations

. . . Delivering the largest single Quality market in America

. . . The Fine Music audience, most influential, most efficient and most responsive.

This market now represents over one quarter of ALL U. S. families. The fastest growing advertising audience today . . . reached most effectively through Quality Music programs. An audience which cannot be duplicated with any other broadcast medium. Loyal and receptive Quality Music audience listening averages 3 hours per day, 4 days per week.

Responsive: Quality Music audiences are pace setters at the age of acquisition and are able to buy. Quality Music advertisers have found this audience to be most responsive to well-directed appeals.

Low Cost: Because the medium is young and growing fast Quality Music Stations offer the chance to establish time and audience franchises at extremely favorable low cost. Any Walker-Rawalt office listed below can give details on these stations. We hope you will contact them soon.

Chicago	WFMF
Los Angeles	KCBH
Philadelphia	WIFI
Boston	WXHR
New York	WRFM
San Francisco	KDFC
Detroit	WLDM
Cleveland	WNOB
Pittsburgh	WKJF
Houston	KFMK
Seattle	KLSN
Kansas City	KXTR
St. Louis	KCFM
Buffalo	WEBR-FM
Cincinnati	WAEF-FM
Tampa-St. Petersburg	WTCX
Indianapolis	WFBM-FM
Minneapolis	KWFM
Birmingham	WSFM
Louisville	WLVL
Baltimore	WFMM
Oklahoma City	KYFM
Lansing	WSWM
Omaha	KQAL
Sacramento	KJML

National Representative — WALKER-RAWALT COMPANY, INC.

New York	Chicago	Boston	Los Angeles	San Francisco
347 Madison Ave.	360 N. Michigan Ave.	100 Boylston St.	672 S. Lafayette Park Pl.	260 Kearney St.
New York 17	Chicago, Ill.	Boston, Mass.	Los Angeles, Calif.	San Francisco, Calif.
Murray Hill 3-5830	Andover 3-5771	Hubbard 2-4370	Dunkirk 2-3200	Exbrook 7-4827

RCA 5KW FM TRANSMITTER

TYPE BTF-5B

DESIGNED FOR MULTIPLEXING AND REMOTE CONTROL

THIS NEW FM TRANSMITTER is designed for both conventional and multiplex operation. Outstanding performance features such as, a direct FM system, built-in remote control provisions, screen voltage power output control, and many others, make the BTF-5B today's best FM transmitter buy.

ADEQUATE COVERAGE—Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. The high power level permits the use of low-gain antennas to achieve a high ERP.

UNIQUE EXCITER—New FM Exciter, Type BTE-10B, uses "Direct FM" modulator circuits, thus fewer tubes are required. Automatic frequency control system with frequency detector prevents off frequency operation.

MULTIPLEX ACCESSORIES—Subcarrier generators for multiplex operation are available as optional equipment. There is room inside the new transmitter for mounting one of these generators. Exciter and subcarrier generators are also available as separate items for use with existing FM transmitters.

BROADBAND ANTENNA—New antenna designed to meet low VSWR requirements of multiplex system is available, along with a complete line of FM accessories.

★

For further information about the BTF-5B and other transmitters, call your RCA Representative. Or write to RCA, Dept. J-337, Building 15-1, Camden, N. J.

IN CANADA:
RCA VICTOR Company Limited, Montreal



OUTSTANDING FEATURES OF THE BTF-5B

- Designed for Remote Control
- Direct FM System
- Designed for Multiplexing
- Fewer Tubes and Tuned Circuits
- Built-in Oscilloscope for Easy Tuning
- Choice of Colors
- Matching Rack Available for Accessories and Additional Subcarrier Generator

RCA Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, NEW JERSEY

Kinco Radio Monitors Keep Track of Competition

One way to learn what your competition is doing is to find out how they are advertising. What new claims are they making for their product? How has their copy approach changed?

Clients of Kinco Recordings, Elmhurst, N.Y., a division of Thunderbird Enterprises, Inc., can now keep up-to-date on their competitors' radio commercials through the firm's month-old national radio monitoring service.

"There is no reason why any firm should not know exactly what its competition is up to," says Helmut Schaefer, 30-year-old president of Kinco. "With competition as great as it is today, companies cannot afford not to know exactly what is happening in their field. And with the availability of monitoring services, this is a practical and efficient undertaking.

On National Basis

"We are now equipped to offer a monitoring system on a national basis. Working through about 125 local firms, we expect to cover 200 areas across the country with the radio service. This will include monthly coverage of competitive accounts on a continuing basis throughout the year."

Mr. Schaefer points out that the sound service is actually an extension of Kinco's television monitoring system. It came from a recognition of the need for national radio coverage on the same basis as that available for video. "Millions of dollars are invested in the sound medium every year. The medium is certainly big enough, and of enough import to advertisers, to require monitoring on a national basis."

As an example of what Kinco is doing, Mr. Schaefer cites a comprehensive cross-country check of tea spots now underway. "Our client is one of the large tea companies. Through outlets across the country, we are able to monitor all the national competitors of the tea firm, in addition to some regional tea brands.

"Our agents tape the commercials, which are then gathered and sent to our clients and their agencies. Any time a competitor makes a change in his copy line the client will immediately be aware of it.

One of the uses to which such information can be put, he says, "is to test copy. In that case, the tapes would go to the research department of the agency which would then determine what claims the competitive brands are making. By running tests on a sample group of consumers, using both the company's and its competitor's claims, it can be determined which claims are most effective."

The Kinco company has now been in operation for almost three years. There are three types of products that seem to make the most extensive use of monitoring services, according to Mr. Schaefer. Drug and food companies are the most interested in monitoring, with the automobile indutry third on the list. They are all products dominated by national giants.

"Monitoring, however, is not restricted to large firms," says Mr. Schaefer. "Small firms, too, can keep abreast of developments in their competitors' advertising. When a small company is just getting its product underway, it can learn how anyone else selling the same kind of product handles the advertising. And since that one product is probably more important to the small company than any one product is to the giant corporations, the small firm has certainly as much reason to be aware of what is happening among competing brands." • • •

WITHIN A STONE'S THROW
OF COMMUNICATIONS ROW!

One of New York's most desirable locations

MADISON AVENUE
AT 52nd STREET



A Bigger and Better

Berkshire
HOTEL

Just steps from anywhere . . . now with 500 individually decorated rooms and suites — and completely air conditioned.



The magnificent new

BARBERRY
17 E. 52 St.

Your rendezvous for dining deliberately and well . . . open every day of the week for luncheon, cocktails, dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138

KNOTT HOTELS

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land



MILESTONE FOR KEYSTONE Broadcasting System is marked by signing of KSEO Durant, Okla., as 1,100th affiliated radio station. (L. to r.) Sydney Wolf, president of Keystone; Edwin Peterson, senior v.p. and Charlotte Tucker, director of station relations, welcome Lewis Coleman, general manager of the new station, to the radio network.



REFRESHING PAUSE in the Norfolk foreign car show is taken by Miss Virginia (Sue Williams of Richmond). She wears 790 bull's eye of WTAR Norfolk, Va., designed as companion to the CBS network Television Eye.



MARBLE-SHOOTING HOUSEWIVES assemble on field for tournament sponsored by KONO San Antonio. Shooting for almost $2,500 in prizes, the women showed up for action in blue jeans and pedal pushers. The youngest among the contestants was 16 years old—the oldest, 72. The event, which was attended by the station's entire deejay staff and a crowd of 2,500, featured drinks and donkey rides.



DESERVED RECOGNITION is presented to Harold Hough (r.), director of radio and tv for WBAP Fort Worth in the form of a "Betty" award, given by the Association of Broadcast Executives in Texas. Dan Hayslett of KIXL Dallas (l.) and Mike Shapiro of WFAA-TV Dallas, present the citation for outstanding service to broadcasting industry.



STOPPED FOR OBEYING the law, Robert C. Pipe, Sr. (l.) receives clock-radio from Thomas Y. Gorman, v.p. and gen. mgr. of WEEI Boston. Car Mr. Pipe was driving was stopped because he "yielded the right of way to pedestrians." Safe driving promotion is cooperative project of the station and the city's Registry of Motor Vehicles.



TEACHER OF THE YEAR, Mildred Snow, blind educator, shows braille transcribing machine to Cecil J. Heftel, owner of KIMN Denver which sponsors the award. Marty Haines (r.), is student who nominated Miss Snow for her dedication as counselor to blind students.



COAST-TO-COAST walker, Dr. Barbara Moore receives transistor radio to accompany her from KMBC Kansas City, Mo., as she arrives at Lawrence, Kans. Sales representative Tom Howard was part of team that escorted the vegetarian doctor for 35 miles by mobile escort. Dr. Moore is using walk to promote her meatless diet.



INAUGURATION OF HELICOPTER traffic report service is attended by (l. to r.) Arthur Montgomery Jr., president, Atlanta Coca-Cola Bottling Co.; Marcus Bartlett, mgr., WSB-TV Atlanta and Elmo Ellis, program mgr., WSB Atlanta. The service is being sponsored by WSB, Atlanta Coca-Cola and Atlanta Police Dept.

SPILLING OVER onto desk and floor are some of 11,000 requests for cookies that came in response to Virginia Milk Producers Federation offer. Richmond group offered free cookies for two milk tops on 22 radio stations. Milk producers expected about 3,500 listener requests.





Stations Can Get Together

1. Quality Radio Group is revitalized with intentions of exchanging ideas among members on programming, promotion, sales

2. 13 competitive San Francisco radio stations join hands to promote their market and the medium in six major ad centers

New York played host last month to two radio organizations of different purpose, yet with one unifying theme—the ability of radio stations to get together and promote their mutual interests.

The first meeting early in the month was a two-day seminar of the revivified Quality Radio Group. It dealt with the exchange of programming, promotion and public relations ideas among stations in widely scattered major markets.

About two weeks later, the San Francisco Radio Association came to Gotham, not to hammer each other over the heads with tools of decimation, but to present collectively the radio market story of the Bay Area.

The Quality Radio Group, which was on the shelf for a few years, has come back to life. Originally formed in 1954, the purpose of the association is that of "promoting quality radio programming, promotion and advertising."

The organization consists of 19 radio stations, most of which are 50 kw operations.

At its two-day seminar, presided over by Ward Quaal, vice president and general manager, WGN Chicago, and president of Quality, the stations listened to tapes of each other's programming and exchanged ideas on the subject. They also heard and listened to major points on the value and methods of sound promotion and public relations.

The principal guest speaker during the first day was Kevin Sweeney, president of Radio Advertising Bureau.

In an updating of a survey that was taken two years ago, Mr. Sweeney stated that seven out of 10 people would turn to radio to learn what was happening if war should break out.

Mr. Sweeney was also extremely enthusiastic about the early sales at the Higbee Department Store, Cleveland. The store is in the midst of the "$64,000 Challenge" in cooperation with RAB, testing the pulling power of a carefully-planned radio drive for department stores.

Although the department store has been a newspaper user for "90 to

100 years," he stated that "less than nine months of radio have produced sales results similar to, if not better than, newspapers."

The final report, which will be ready in about four months, will show, Mr. Sweeney declared, that "the spoken word produces results equal with the standard of all advertising media."

Len Matthews, vice president and marketing services director, Leo Burnett Co., Chicago, was the principal guest speaker on Quality seminar's second day. From an agency man's point of view, he said that radio's image is a mixed one. "We know radio is healthy," he stated, "with 40 radio sets sold every minute." At the same time, he added, there are these "disturbing factors": Similarity in sound, use of radio by tonnage and rate cutting.

He said radio should stop being sold as a "supplementary medium" —like an outdoor medium with sound. Mr. Matthews stated that he believes radio should be sold as a "major medium."

Mr. Matthews listed three techniques to be used in selling radio: Keep agencies posted on quality programming and community service ("These are becoming increasing considerations."); greater use of qualitative studies covering the radio audience, and sell within the framework of a client's marketing strategy ("Come in with a specific marketing plan to meet marketing needs.").

The next meeting of Quality Radio Group is scheduled to be held October 11 and 12 in New York. It will cover sales and promotion.

Bay Area Market

The welcomed — if unusual — sight of 13 competitive stations banding together to sell their market took place in six major ad centers last month (New York, Detroit, Minneapolis, Chicago, St. Louis and Los Angeles).

The newly-formed San Francisco Radio Association, in a presentation called "Radio Market With a Golden Gait," stated that its area is number two west of the Mississippi and number six in the nation.

The current population of the Bay Area is 3,752,000, according to the SFRA, which anticipates that the market will soon be number five in the country. By 1970, the association believes that area population will be 4,500,000.



MEMBERS OF THE BOARD of San Francisco Radio Association confer before new presentation to agency executives in New York. L. to r.: Bill Shaw, v.p. & gen. mgr., KSFO; Milt Klein, gen. mgr., KEWB; Bill Nichols, gen. mgr., KFRC; Homer Odom, v.p. & gen mgr., KABL, and Maurie Webster, v.p. & gen. mgr., KCBS.

"It is a picture of interurbia in action, the city populations have increased only slightly—the area total, 70 percent."

SFRA declared, "The half-million workers figure in 1940 has actually doubled, while the national labor force has increased only 40 percent.

San Francisco also has its highest population concentration in the younger buying groups—48.8 percent between the ages of 20 and 49.

The people in the Bay Area spent $4,818,309,000 in 1958, according to the SFRA. These expenditures were up one-third over 1950.

The growing number of plants and industrial investment was also pointed out in the presentation. In 1958, there were 908 new plants costing $220 million, compared with 596 plants costing $98 million in 1947.

In radio, there are 1,121,200 homes (plus 1,500,000 radio-equipped automobiles), according to SFRA. In 10 years, auto registration has jumped 85 percent.

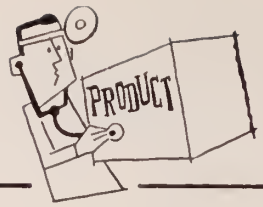
In a study last summer, Pulse found that during an average quarter-hour, 24 percent of the total available Bay Area audience had its radio on. In addition, the SFRA declared that San Francisco radio combined talks to 89.7 percent of all homes in a week's time—"selling these families 17 hours a week, occupying better than 10 percent of their time."

Members of the association are KSAN, KEWB, KFRC, KABL, KSFO, KCBS, KDIA, KFAX, KGO, KNBC, KOBY, KRE, KYA. • • •



SOME OF THE PARTICIPANTS IN the Program and Promotion Clinic given by the Quality Radio Group, are l. to r.: Ken Chernin, WFIL Philadelphia; Charles A. Wilson, WGN Chicago; Len Matthews, Leo Burnett Co.; Gustav Brandborg, KVOO Tulsa, Okla.; Ward L. Quaal, WGN Chicago, and Stanton Kettler, Storer.

commercial clinic



Carlsberg Uses Different Approach In Its Beer Announcements

When the Wexton Company, New York, was awarded the Carlsberg Beer account, there were a number of factors which made it important for the agency to develop an advertising approach unlike that used by competing beers. These included the fact that Carlsberg is a Danish import, and it has been estimated that all imports account for less than one percent of all the beer sold in this country. Agency research also showed that the consumption of beer in general had taken a dip, indicating increasing competition from other beverages.

The effectiveness of the approach that was finally developed is indicated by the fact that there was a 78 percent increase in sales, and that this figure is expected to be equalled or surpassed this year.

Working closely with Leif Wium, president of the Carlsberg Agency of New York, Martin Solow, executive vice president of Wexton, and the Carlsberg account executive, put into practice some of his theories about the copy approach to be used in selling beer. It is Mr. Solow's contention that ". . . too many beers are sold as soft drinks—and beer is not a soft drink. Actually, a good beer is much more akin to a good wine. We believe that if we can develop the aura of a wine about Carlsberg Beer, we can create a much more constant market for the beer.

Create Larger Market

"Despite the fact that gourmets will drink beer with the finest meals," Mr. Solow continues, "there is still a fashionable form of snobbery which persists in looking down upon the practice of drinking this beverage while eating a fine meal. If we can make beer drinking more than a picnic item or something to sip while bowling, we can create a much larger market for Carlsberg."

On the basis of this thinking the "quaffmanship" theme was developed, stressing the joy of drinking beer. The copy approach avoided the stock phrases about how light and dry the beer was. Instead, an institutional approach was used, with the copy going into detail about the history of beer, ancient customs and material of a similar nature.

"The original quaffmanship campaign was restricted to print media," Mr. Solow explains. "In order to pinpoint our local market efforts, however, we have also started using a combination of am and fm stations. The copy used in the 60-second spots follows the basic theme of the entire campaign."

Mood of Copy

The mood of the copy in the radio commercials is generally "light and dry," discussing interesting and unfamiliar facts about beer. These include such items as beer once being used as legal tender, a sacrificial offering, a shampoo as well as a thirst quencher. In a more humorous vein, one of the spots informs the listener that, "Carlsberg Beer should be stored in a cool, dark place. If you own a good old dank castle the possibilities are unlimited. If you've sold your castle, just use the bottom shelf of your refrigerator."

Here is a one-minute spot:

Here is another lesson in Quaffmanship—the art of quaffing the finest of beers —Carlsberg, the glorious beer of Copenhagen. Was beer good or not in the 16th and 17th Centuries? It was easy to find out. You simply called in the Ale-Conner or Ale-Taster. He ordered beer, poured some on a wooden bench and sat down in the middle of the puddle for a half hour before trying to rise. If the beer was impure, and had an excess of sugar, his leather breeches would stick fast to the bench. If it was pure, he would rise easily and proclaim it a noble brew. At the great Carlsberg Breweries in Copenhagen, the process is much simpler. Carlsberg Beer is purified through a modern filtering system, bottled and pasteurized to assure a perfect product. Quaff Carlsberg Beer and you experience one of the profound joys of good living. Ask for Carlsberg Beer—in the jewel green bottle with the gold label—at good restaurants, hotels and fine stores.

In keeping with the quality approach taken throughout the campaign, the radio spots have been placed on programs featuring classical and light classical music. The commercials themselves are delivered live either by the local announcer or the host of the show.

In commenting on the "quaffmanship" campaign, Mr. Wium says that since it went into operation ". . . literally hundreds of letters were received from consumers praising the informative, entertaining and literate quality of the advertising. It is the brewery's opinion that a continuation of the campaign will go a long way towards firmly establishing the name of Carlsberg Beer in the American market." • • •

station log



► News:

Radio stations showed how they could cooperate in the cause of civil defense during the recent Conelrad test. Reports in from two areas of the country indicate that the citizenry will be able to rely on radio for communications in case of attack.

In the New York area, the effort was coordinated by John Clayton of WHLI Hempstead, L.I. Stations served as educator of the public in informing listeners about the test with spot announcements before it took place. They also requested, through announcements and newspaper boxes, that reports on the quality of the reception be sent to Conelrad headquarters.

Over 1,300 responses were received from the metropolitan area. Most reported good reception. Since listeners were asked to note the location of their receivers, the Conelrad committee was able to pinpoint the areas in which reception was spotty or weak.

Radio stations in Colorado Springs joined together to present a series of dramatized broadcasts of what listeners might hear in case of attack. All stations involved began receiving a series of three five-minute programs an hour from KRDO immediately after the test. Helping to write and produce the programs were staff members of KVOR, KYSN, KPIK, KSSS and KFMH, all of Colorado Springs, Colo., and KCMS Manitou Springs, Colo.

Testimony to the power of radio comes from WEBB Baltimore, where the Madison dance craze spread. When deejay Eddie Morrison started calling the steps over the air, he found himself swamped with requests for more. Most recently he was featured on a Columbia LP release of Madison tunes.

► Programming:

The Philadelphia Orchestra has completed the taping of 13 full length concerts for use by radio stations throughout the country. To be sold on an exclusive basis in each city, the tapes are available in two-track stereo and half-track monaural.

Each program is a full two-hour concert. The complete package includes a program introduction by announcer Frank Carter of WFLN Philadelphia, and intermission interviews with soloists. Time has also been allotted for local announcements, commercials and station breaks. Cost is based on a station's one-time national rate for one hour.

Among the guest soloists in the initial 13 programs are pianists Gyorgy Sandor and Rudolf Serkin. Conductor Eugene Ormandy performs in eight of the concerts, while guest conductors include Leopold Stokowski and Pierre Monteux.

► Public Service:

After a hotly contested primary contest involving dozens of candidates Miami, Fla., was virtually inundated with political posters and signs. On the theory that tourists are impressed with a clean city—and tourism is the number one industry in the city—WQAM Miami began a drive to remove the posters from the local scene.

For almost a week, the station broadcast spot announcements every half-hour, requesting listeners to bring posters to a designated location. They were told that five cents would be offered for the first 50 posters brought in, and one cent for any additional posters. A limit was set to each person's quota.

The station reports that thousands of Miamians turned out at the designated time and place with carloads and truckloads of political advertisements, which were then burned in a huge bonfire. The city's Mayor ignited the first pile that helped remove all signs of the election campaign of the previous week. • • •



NEW MEMBERS OF the board of the Southern California Broadcasters association for 1960-61 are (l. to r., seated) Ernest L. Spencer, KWIZ Santa Ana, treasurer; Calvin J. Smith, KFAC Los Angeles, chairman; Charles Hamilton, KFI Los Angeles, vice-chairman; Herbert Comstock, KAVL Lancaster, secretary. (L. to r., standing): Norman Boggs, KHJ Los Angeles; Lloyd Sigmon, KMPC Los Angeles; William Beaton, KWKW Pasadena; Robert M. Light, president of SCBA. Not pictured are Cliff Gill, KEZY Anaheim; Howard Gray, KGIL Pacoima; Jim Ranger, KCOY Santa Maria, Norman Keats, KFXM San Bernardino. All are station managers.

BPA memo



Listeners Write to Tell How Music Affects Their Mood

Successful promotions don't necessarily vary in direct proportion to the size of the prizes. With a wine table valued at $37.50 as a prize and two 60-second spots daily on one program for one week, WRVA Richmond reports it drew hundreds of replies to its Musical Mood contest.

The contest was sponsored by the Biggs Furniture Co., a regular advertiser on *The Carl Stutz Show,* a daily program of classical and semi-classical music. The company wanted information on the listening audience reached by the show and decided that a contest was the best and quickest way to get this data.

Listeners were asked to listen to a record and write in how the music affected their mood. Contest copy was casual, while rules were kept to a minimum — no word limit, no qualifier, no precise judging standards. Emphasis was less on the prize than on asking listeners to send in their mood reactions to the music as a personal favor to the announcer.

Hundreds of listeners replied, says the station. Letters came in from all over Virginia, as well as from seven other states. Not only were the replies numerous, many of them were poetic. Among the letters that came in were quotations from famous poets and original works, from four-line verses to full-page epics.

Music and Prizes Help Promote Birthday Jubilee

In commemoration of its 35th birthday anniversary, WCSH* Portland, Me., went back to 1925 for inspiration. Among the observances planned for July 13, the day the station first went on the air, is an hour-long program featuring musical standards of the earlier era. The station's tv affiliate will offer a tribute by dedicating a half-hour program to informal chats with radio personnel of the past and present, including the radio station's first announcer.

The station is using the number 35 in its contest, too. More than 20,000 plastic capsules are being distributed throughout the city. Each capsule contains a slip with a promotion message and a number from 1 to 35. Prizes, which total $3,000 in cash and an automobile, will be given for full sets of number, 1-35, and for combinations totaling 35.

Floating Treasure Hunt Delights Boaters and Bathers

Exploiting the nautical advantages of Biscayne Bay and the Atlantic Ocean, WCKR Miami took to the waves with a treasure hunt. The station dropped 50 "Boaters' Bottles" into the waters surrounding the coast. Some of the bottles contained certificates that could be redeemed for prizes.

The station dropped the bottles from a helicopter on a Friday afternoon, so that the bottles would float into local boating and swimming areas by the following day. Those retrieving bottles containing certificates could redeem them at the station's studios.

Radio Cook-Off Contest Brings Out the Barbecuers

The dash to the barbecue pits that accompanies the arrival of summer leads many a hearty hot-dog eater to designate one particular chef as his favorite barbecue artist. In honor of the charcoal chefs, KXOK* St. Louis is conducting an eight-week cook-off contest. Listeners are asked to mail in the name and address of their favorite barbecuer. Prizes will be awarded to the chef chosen by the station each week. At the end of the eight-week period, three of the entries will be asked to compete in a barbecue cook-off, with top prize for the winner a high fidelity record player.

The station aired a total of 740 one-minute spots to promote the contest. It used this figure as the basis for a pre-sell campaign to promote the event to buyers, merchandisers and brokers. This promotion, too, took the form of a contest. Two radios and a set of record albums were the prizes awarded for the three best guesses by the trade on the number of spots used each week for promotion. Telegrams and Chinese fortune cookies were also used to bring the campaign to the attention of the trade.

Albany Airwaves Close An Egg Sale 300 Miles Away

Selling power carried over the airwaves for 300 miles from WTRY Albany to Philadelphia for Abe Roberts, brother of the station's morning deejay. A student at Drexel University, Abe Roberts helps defray his college expenses by selling eggs and poultry part-time.

One announcement on the Albany station at 6:30 a.m. one morning led to a sale 20 minutes later in Philadelphia. Local listeners who had relatives in Philadelphia were urged to write or call them, giving the salesman's phone number. At 6:50 a.m., the first sale was made as a direct result of the one-time spot.

Shoparama Dance Promotion Courts the "Over 30's"

Aiming for the group that does most of the family shopping, WRCV* Philadelphia and the Levittown (Pa.) Businessmen's Association staged a dance beamed to listeners over 30. The event took place at the Levittown Shoparama, and featured dance music with the accent on old standards.

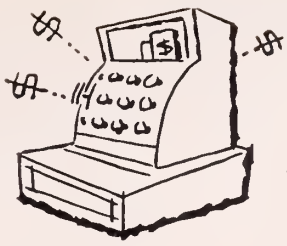
The dance promotion was scheduled from 9 p.m. to midnight, with shoppers invited to join in the entertainment, which was emceed by deejays from the station staff. The program for the night included a musical quiz with Shoparama gift certificates as prizes, and an exhibition of various South American dances by a professional dance team.

Stated one woman participant, "I was courted with dates to dance to the live strains of Miller and Dorsey. Tonight is really the first time I've had a chance to relive those musical courtship days" • • •

*Denotes stations who are members of BPA (Broadcasters' Promotion Association)

HOMETOWN, U. S. A.

radio registers



APPLIANCE DEALER

Herman Moore's Drive-In Appliance Co. undertook a one-week package promotion to introduce its "Gold Bond" stamps. It bought 40 spots over WRBL Columbus Ga., during a four-day period. The 30-second announcements were aired at the rate of 10 a day, offering two appliances and a package of 5,000 premium stamps at a package price. The station reports that the Frigidaire appliance and television dealer sold 12 big-ticket items at an average cost of $200 each, for a total of $2,400 direct sales during the promotion.

IMPORT CAR DEALER

To increase sales of its Fiats, Lancias and Alfa Romeos, Pasadena Auto Imports, a division of Willard Karl Motors, signed a 52-week contract over KCBH (FM) Beverly Hills, Calif. The schedule included sponsorship of a half-hour and a one-hour program at $85 a week. As an indication of the effectiveness of the campaign, the station reports that the dealer was able to sell a $7,000 Lancia to a customer residing in Vista, Calif., nearly 100 miles from the showroom—considerably beyond the dealer's normal trading area.

APPLIANCE DEALER

Hockaday Appliance store sponsored a country music marathon over KCRC Enid, Okla., to promote sales of its RCA Whirlpool appliances. Broadcast live from the store, the show featured country and western music. The marathon lasted for 26 hours. According to the station, Hockaday's called the promotion a "tremendous success," selling over $8,000 worth of merchandise during the period of the broadcast.

HAND LOTION

As a regular sponsor of the Allan Dale Show over WOAI San Antonio, Pacquin's Anti-Detergent Hand Cream was the first product to be used in the program's sampler service. For a period of 45 days, the host of the housewives' program requested listeners who wanted to try the lotion to drop him a postcard. Names were selected daily to receive a Pacquin's sample. The hand cream received 93 mentions during the period, while a total of 2,053 cards and letters were received and 240 samples sent to listeners, says the station.



NOW . . .

Reprints of selected articles and features in U.S. RADIO are available in the above form. Other articles and features in U.S. Radio can be reprinted for your use at nominal cost.

For complete details write—

Reprints
U.S. RADIO
50 West 57th Street,
New York 19, N. Y.



A SILVER SPOON IS NOT ENOUGH

She may be born with "advantages" and raised with love—but there still can be plenty lacking. That is, if the school she goes to isn't good enough. Crowded classrooms, unqualified teachers, outdated equipment, inadequate curriculum—any one of these can shortchange your child's education and her future. Look into the quality of the schools she'll attend—work through your local committees or your School Board for their improvement. Doesn't she deserve the best?

Yardsticks for Public Schools

FREE BOOKLET! Measure the *quality* of education offered in your child's school. Find out how it compares with the best in the country...how you can make it better. For your copy—and free guidance on many school problems—write: Better Schools, 9 East 40th Street, New York 16, New York.

RAB Executives Have Speech—Will Travel to Help Sell Radio

Do you know a national advertiser who needs a speaker on advertising? RAB has just the man.

RAB annually supplies orators on request for national advertiser conventions and major company sales meetings of every description. Recently, to spread the radio gospel still further it issued a bulletin on its speaker service to many of the nation's leading corporations and trade associations.

RAB's bulletin stated: "Every year about 60 different trade associations and corporations call RAB to provide a speaker or a presentation for their national convention or annual sales meetings of distributors and salesmen.

"Organizations as different in purpose as associations of travel agents, of motel operators, of food processors and of appliance manufacturers write, telephone or wire RAB for a speaker on advertising, marketing and radio.

"If you wish to use this service," the bulletin continued, "call RAB."

By the end of the year, the bureau expects to have supplied speakers—who are in every case RAB executives—for more than 100 key business functions.

Sinclair Refining Co., Pet Food Institute, Monroe Auto Equipment, Interstate Insurance Co. and Youthcraft Creations, Inc. represent a cross-section of firms who have already asked for and received an RAB speaker this year.

The RAB speakers come ready to talk for "10 minutes or several hours," depending on the requirements of the meeting. The subject matter of the speech is always geared to the marketing and advertising problems of the group addressed and the ways radio can be utilized in their solution, RAB points out.

RAB speakers are frequently called in by national and regional advertisers for still another purpose. In many cases, advertisers who have recently bought extensive radio campaigns will ask the bureau to supply speakers for key sales meetings. There, they may be used to excite and enthuse brokers or distributors—as well as the company's own executive sales force—about the import and impact of the upcoming radio campaign.

RAB has also recently inaugurated a speaker service for its member stations. In announcing this service, RAB said: "Up to now, RAB could only call upon advertisers and agencies who represent a potential for *many* of its members. RAB could accept only those speaking dates at advertising clubs and conventions where a substantial number of prospects for all members exists.

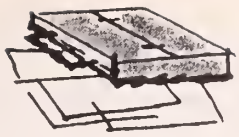
"But now, RAB has enough highly trained staff executives to make in-person slide presentations to advertisers and to groups in a limited number of cities."

Some "ground rules" are included: "If there are several RAB members in a single city, we can appear only on behalf of all of them. We cannot appear for anyone but RAB members." The cost of this service to stations is nominal, the bureau says, representing only expenses incurred by the RAB executives. • • •

RAB'S NATIONAL SALES TREND OF THE MONTH

Auto accessory manufacturers—even those who have been out of radio completely or in the medium on a strictly limited basis—are finding radio's 40.0 million car-radio story too hot to resist. Two cases in point: One of the nation's largest makers of auto products—long a non-radio advertser—just bought a late-spring, early summer radio campaign in more than 70 markets. The buy represents the biggest single part of the firm's overall media spending. At the same time, another major auto equipment maker—out of radio completely for at least 15 years—is now placing the bulk of its budget in network radio.

report from representatives



Tale of Alaskan Airwaves—
Big Time Radio with Home Town Appeal

When Alaska joined the Union about a year ago, predictions for her radio potential were bright, though cautious. As an area where daylight lasts almost the whole day during the summer, where automobiles are an important means of transportation and where fishing and hunting are favorite pastimes, radio seemed destined for a major role in the lives of Alaskans.

"The medium has already surpassed our expectations," says Arthur Gordon, sales manager of National Time Sales. Mr. Gordon had just returned from an exploration trip to his firm's Alaskan markets. "We are now in the process of sending our salesmen to our stations in Alaska so they can learn more about the developments of the last year.

"We now have close to 50 national advertisers, which is an increase of 12 in the last 12 months. Among these radio users are Schlitz Brewing and Whitehall Laboratories. With advertisers such as these drawing American dollars into Alaska, the health of the sound medium can be described as excellent—and getting better."

The stations have not only reached their maturity in selling and promoting themselves, says Mr. Gordon, but in many ways surpass their southern counterparts in their techniques. As an example, Mr. Gordon points to station efforts to tie local business to national buys. "When a national advertiser buys time, salesmen, as a matter of course, are out selling the retail distributors on adjacencies and tie-ins. This is, I believe, one of the reasons for the unusually extensive radio advertising done by supermarkets and other food chains."

Emphasis in programming is on events of a local nature, whether they happen in Anchorage or anywhere else in the United States. "These are community stations in bustling and growing cities," Mr. Gordon says. "Many of the inhabitants have come into the state in recent years. They are still very much interested in the developments back home and use their radios to keep themselves posted.

"News reports and weather predictions make up a significant part of the program schedule. There is a heavy emphasis on service information of all kinds. Incidentally, because of the time differential (during Daylight Savings Time there is six hours difference between Alaska and the East Coast), such daily news as the stock market reports from the New York Stock Exchange are all in by noon. You can hear developments that happen during the course of the working day on news reports that morning at 7 a.m.

Growing Auto Market

Another factor in Alaskan radio is the increasing importance of the automobile, according to Mr. Gordon. "Building development is now extending into the suburbs. In addition, the paving programs of such cities as Anchorage are resulting in bigger and better streets and roads. Traffic time is as important to the advertiser in Alaska as anywhere else."

Advertisers in Alaska can be described as extremely radio conscious, says Mr. Gordon. "This is especially noticeable during the warm weather months. After being cooped up during the cold winter, these people get out into the air and stay there as soon as the weather permits. Whether on vacation in one of Alaska's many hunting havens, or gardening outside their homes at 11 p.m., Alaskans are outside. Out-of-home radio is therefore an essential consideration to the advertiser reaching for sales in the Alaskan market." • • •



on the NEW WCOL

ACTION: Client purchases spot package . . . WCOL prepares "fluff-proof" taped commercials . . . sales message is single spotted, delivered during "selective programming", rated FIRST in 60 segments from 9 a.m. to midnight. (Pulse, Hooper, Nielsen)
REACTION: People listen . . . people hear . . . people buy!
MORAL: Get greater sales action through listener reaction, on the NEW WCOL!

THE NEW WCOL
1230 AM
92.3 FM

CAPITAL STATION
COLUMBUS 15, OHIO
24-hours-a-day-broadcasting
Represented by:
robert e. eastman & co., inc.



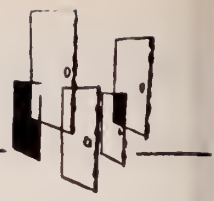


BACKGROUND

Edward R. Murrow returns—with a major innovation in news programs. Every Sunday he and crack CBS News correspondents abroad examine the week's most significant news in a 25-minute international "conference call." The objective: to impart fresh insight into the meaning of the news. In all radio, Edward R. Murrow is the kind of company you keep . . .

ONLY ON CBS RADIO

report from agencies



Compacts Increase the Competition, So Car Industry Needs More Radio Time

Radio is an essential ingredient in the automobile marketing mix. With the advent of 11 new compacts this fall, in addition to the standard makes, the car industry will make more demands on radio time.

"We firmly believe that one of the essential media necessary for the success of most new car marketing and advertising programs is radio," says Donald Jones, vice president of MacManus, John & Adams Inc., Los Angeles. "The problem is where are we going to find the most effective radio time."

Mr. Jones, whose agency handles Pontiac and Cadillac, as well as some of General Motor's English-built Vauxhall, looks to non-traffic time to supply additional lines to the consumer market. "Non-traffic time would be suitable for automobile accounts when buying fm radio," he says. "In addition, such programs as sportscasts, sports news and special events are good programs for automobile advertising. Adjacencies to programs such as these might be suitable for spot announcements."

In a talk recently made by Mr. Jones and George Genzmer, marketing director of the agency's western division, to the Southern California Broadcasters Association, Mr. Genzmer discussed the effect that the compact cars would have on the industry's marketing strategy.

"Present marketing projections are for seven million new car sales in 1961," he said. "Further, these projections are for compacts to amount to about one-third of all new car sales in 1960. In addition, if only 25 percent of the present buyers of prime used cars become buyers of compacts, this means about one million additional compact sales."

Pointing to the fact that 11 compacts will be on the market this fall, Mr. Genzmer felt that the competition in the automobile industry would be greater than ever. Every car manufacturer, he said, will be "fighting for the attention and dollars of the potential new car buyers with heavy introductory campaigns. On top of this, of course, will be the normal local dealer efforts—but again, with 11 compact car lines as well as the traditional makes and models."

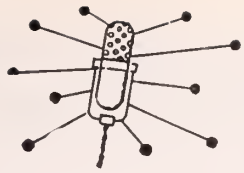
Besides the increased competition, Mr. Jones feels that the advertising strategy of the car makers will expand to include the compact market. "Compact cars appeal to an even broader market than many of the standards. Therefore, a greater variety of radio stations and programming can be used to good advantage," he says.

The broader market was described by Mr. Genzmer as including "used car buyers who can now afford to become new car buyers." The market seemed to be split, he said, between the under-$6,000 income and the over-$10,000 income.

"For the lower income groups, the compact represents a new car instead of a used car. There is a huge market today among unskilled workers, whose income is now at its highest point. A recent study in Chicago shows that for 92 percent of these buyers, it is their first new car purchase. . . This group has much wider choice in the spending of their money, and is most susceptible to a new car purchase."

The market for compacts, Mr. Genzmer said, includes two other large groups. The first are ". . . the buyers of foreign cars who were buying because of gas and other operating economies, but who want more room and more comfort." Second are the buyers ". . . of the low-priced three who would prefer more operating economies than they are now getting." • • •

report from networks



► **NBC:**

William K. McDaniel, NBC vice president, announced that the radio network is working at a profit for the first time since 1952, and will continue to do so during the remainder of 1960.

"With as much net business on the books as of June 1, 1960, as the network showed for the entire year 1959, the second, third and fourth quarters of this year are already in the black—the first time we have shown a profit in eight years," he said.

Mr. McDaniel reported that the third quarter of 1960 already has over $5 million in net billings on the books. *News on the Hour,* a $5,000,000 property, is sold out for the entire year. *Monitor* will exceed $5.2 million in net billings before the end of the fourth quarter, the network official said.

► **CBS:**

New show called *Best Seller* began at the end of June. Broadcast from 2:05 to 2:30 p.m., the series will be a dramatization of best selling books. Each book will take a month to dramatize, and will be heard Monday through Friday. Frank Yerby's *The Staff and the Serpent* is the first offering on the program.

Another program recently begun is a five-minute musical show heard 17 times weekly. Sponsored by Seven-Up Co., the show will feature the Kingston Trio. Running Monday through Friday, the show will be broadcast three times a day, with the other two programs scheduled for the weekends. J. Walter Thompson New York is the agency.

► **ABC:**

Robert R. Pauley, vice president in charge of ABC Radio, and other network officials are preparing for a series of regional affiliate meetings next month. Objective of the sessions will be to present the network's plans for the fall, and to get the reactions and suggestions of the affiliates.

On the business side, the network reports a total of seven new orders and three renewals. The business includes a 13-week news buy from the Long Lines division of American Telephone & Telegraph; Bristol-Myers has purchased weekend and weekday news shows; Standard and Poors will sponsor *Business Final:* AFL-CIO for weekend news, Bankers Life and Casualty on the Paul Harvey Show. Renewals include Hastings Manufacturing on the Paul Harvey show and Cadillac on the John Daly show.

Five new affiliates have joined the ABC ranks, a network spokesman states. The stations are KMED Metford, Ore.; WKVA Lewiston, Pa.; WMNI Columbus, O.; WALD Walterboro, S. C.; WBRC Birmingham, Ala.

► **MBS:**

Plans for convention coverage will see Mutual's news headquarters in New York and Washington, D. C., transported directly to the nominating floors. News coverage will be broadcast first from Los Angeles for the Democrats, starting July 11, and then from Chicago when the Republicans begin their nominating sessions.

Convention developments will be reported within the framework of the network's *Operation Newsbeat,* with no more than a half-hour time lag between the event and the report. Scheduled programs include *Convention Preview,* daily from 9:35 to 10 a.m., and two 25-minute *Convention Forecasts* to be aired on July 10 and July 25.

The network says that 20 percent of the convention schedule will be sold as network time. The remaining 80 percent will be sold locally, by Mutual stations, as their own programs. • • •



Ma Perkins

Her story is the oldest, continuous daytime drama in radio, but Ma Perkins is as up-to-date, as freshly confident as the youngest face in Rushville Center. Her point of view, her newest adventure always hits home, no matter where home is across America. Sponsors find her sales message hits home too. In all radio, Ma Perkins is the kind of company you keep . . .

Only On CBS Radio

KWBB
WICHITA'S
#1 HOOPERATED
#1 PULSERATED
STATION
Retail Sales per household 14% above national average
LARGEST MARKET IN KANSAS AND
KWBB gives you your
LARGEST SHARE OF THAT MARKET
—WITH TOP TALENT in D.J.'s—Billy Dee, Lee Nichols, Dick Jones, John Campbell, Jim Curran and George Brumley. In News Too! Jim Setters, John Wagner, George Langshaw and Jay Howard.
Operating on 5,000 WATTS
DAYTIME (1000 Watts Nights)
KWBB—IN WICHITA
DIAL 1410 — for TOPS in
HI-FI Music • News • and Sports
represented: George P. Hollingbery
Southern: Clarke Brown Co.

ONE OF THE WORLD'S
DISTINGUISHED RESTAURANTS
VOISIN
575 Park Avenue at 63rd St.
NEW YORK
•
LUNCHEON
COCKTAILS
DINNER
SUNDAY BRUNCH
Open seven days a week
BANQUETS & PARTIES
Credit Cards Honored
For Reservations: Michel,
TEmpleton 8-6490

report from Canada

CBC's President Describes Another Broadcasting Philosophy

The basic philosophy of the Canadian Broadcasting Corp. rests on the assumption that its programming is a service to the public. The group also reflects in its aims the nationalism now prevalent in the country. These views were underlined in a recent speech made by Alphonse Ouimet, president of the CBC, before the Women's Canadian Club of Ottawa.

Mr. Ouimet described the sense of national identity with which the CBC is imbued. He called his speech *100,000 Programs for 17,734,561 Canadians*, and stated, "The most important word in my title is 'Canadians.'" Continued Mr. Ouimet, "In broadcasting, as in much else, we have to make a deliberate effort to maintain our identity. It is being done at a substantial price. To link Canada east and west through broadcasting costs a good deal more than it would cost to provide cultural and communications ties running north and south between the principal Canadian centers and corresponding centers in the United States."

Canadians, however, do not mean a mass of statistical averages, said the CBC president. Besides keeping Canadian radio and television Canadian, the CBC must also satisfy the many different tastes of all the listeners and viewers of its three radio and two television networks, he pointed out.

"One of the most basic facts we in the CBC try to keep in mind is the multiplicity of people in the national audience. To forget about the uniqueness of each person, to plan and think as though people were nameless ciphers, statistical abstracts—this is the great sin of mass media."

To explain the difference in tastes, Mr. Ouimet cited the more than 100,000 letters expressing audience views received by the CBC last year. "Some praise highly what others condemn. What is striking is that both sides often use identical terms to indicate their disgust for what other people like. . . Despite all my years in broadcasting this variety of taste is a never failing source of surprise to me."

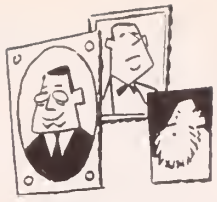
One of the most important tasks of the CBC is to provide some programming fare for every Canadian, according to the CBC president. "What we try to do is to offer a wide variety of programs so that all may be served at one time or another in our schedules." This includes both a large element of pure entertainment as well as programs that reflect the current problems of society and the world, and the more serious cultural forms.

The president summed up the attitudes of the Canadian broadcasting group by stating these two principles among those which, he said, guide the CBC in setting program standards:

- The CBC is a public corporation spending public money in the public service.
- Broadcasting is a mass medium, not the preserve of any minority, but a part of the life of every Canadian.

"In a mass medium it is fatal to get too far above or ahead of your audience," said Mr. Ouimet. "To do this is to lose contact, and when you lose contact you cease to serve. We try, then, as a rule of thumb, to lead the public rather than follow it, but always to keep in vital communication with it." • • •

names and faces



Noting the Changes Among The People of the Industry

AGENCIES:

Emil Bertolino, associate media director, named member of the departmental planning group, Lennen & Newell Inc., New York. **William Chrisman, Clark Ford** and **Paul Zappert** were named assistant media directors.

Lester Harmon, director or radio and tv for Wermen & Schorr Inc., Philadelphia, named senior account executive and member of the agency's operating committee.

Jerome B. Samuelsohn, tv production manager, becomes Wermen & Schorr's radio and tv director.

Ed Koehler promoted from group supervisor to associate media director, BBDO Inc., New York.

John M. Kinsella, formerly manager of radio-tv dept., McCann-Marschalk, Co., Cleveland, promoted to account- service division. He will be broadcast account executive, responsible for radio and tv activity of clients in the central region. **Paul Blustain,** previously with Young & Rubicam Inc., New York, has joined McCann-Marschalk's tv-radio dept. in New York as producer of commercials.

Charles W. Haines, Jr., formerly with Gardner Advertising, named media manager, Krupnick & Associates, St. Louis.

Roger N. Peterson, group head at J. M. Mathes Inc., New York, elected v.p.

W. Benjamin Pritchard, formerly a partner in Pritchard, Daniels & Dreher, Ardmore, Pa., joins Richard A. Foley Advertising Agency, Philadelphia, as v.p.

Richard S. Mulford, former director of the television commercial division of Desilu Productions, named director of radio and tv, D'Arcy Advertising Co., Los Angeles.

STATIONS:

William M. Humphreys, formerly on the radio sales staff of The Katz Agency, Detroit, named national sales manager, WTCN Minneapolis.

George Logan, previously information specialist in the radio and tv service of the U.S. Dept. of Agriculture's Office of Information, appointed associate farm program director, WLW Cincinnati. **Todd Gaulocher,** previously in New York office of Crosley Broadcasting Corp., appointed eastern sales manager of the station.

Don V. Shoemaker named sales manager, KRVN Lexington, Neb.

Walter J. Smith, radio sales representative, promoted to assistant sales manager, KYW Cleveland.

Jules C. Blum, national sales manager for WDAS Philadelphia, named sales manager, WJW Cleveland.

Ray Betsinger moves from WLS Chicago to WAIT Chicago as sales coordinator.

Howard McAnulty named regional sales manager, KISN Portland, Ore.

Pede Worth, program director for KCBS San Francisco, appointed to newly created position of manager of sales projects.

Ed Paul, national sales manager of WERE Cleveland and **Harry Dennis,** chief engineer, appointed v.p.'s, Cleveland Broadcasting Inc. Paul assumes the position of v.p. in charge of operations of WERC Erie, Pa., and WLEC Sandusky, Ohio; Dennis, v.p. in charge of engineering for all three stations.

REPRESENTATIVES:

William W. Joyce, v.p. and tv sales manager of The Katz Agency, Chicago, named manager of the company's Detroit office. **Arthur J. Underwood, Jr.** becomes senior in radio sales for the Detroit area. **James E. Muse** promoted to manager of the firm's St. Louis office.

Emory G. Durrett named to radio and tv sales staff, The Branham Co., Dallas.

Harry D. Jacobs, Jr., formerly on the sales staff of NBC Spot Sales, named account executive, AM Radio Sales Co., Chicago.

Terry Hughes, formerly in the Chicago office of H-R Representatives, becomes manager of the firm's Minneapolis office.

George Gilbert, formerly with Liggett & Myers Tobacco Co., named sales executive at Radio-Tv Reps, Chicago.

Bernie Kvale, formerly with the National Advertising Co., joins the sales staff of Avery-Knodel, Chicago.

Bob Miller moves from Cleveland Broadcasting Inc. to the sales staff of Venard, Rintoul & McConnell, New York.

Samuel T. Jones promoted to assistant treasurer of the Katz Agency, New York.

NETWORKS:

Jack H. Mann, ABC radio network account executive, promoted to director of sales development and program coordination.

Frank Miller, Jr. named director of programs and operations for the Mutual Broadcasting System.


Gaulocher


Shoemaker


Hughes


Miller


Logan


Jacobs


Underwood


Humphreys

EDITORIAL



. . . fm's new challenge

HISTORIC YEAR

The first commercial fm license was issued in 1941. Not since then has the hi-fi medium witnessed such a year of major development as this past one (see *Fm Reaches for the Honey*, p. 25).

The lure of future profits has prompted new investments in fm at an unprecedented rate. This includes not only the new stations going on the air, but new and/or expanding syndicated programming ventures and national representation.

At the forefront of the drive is a new association, the National Association of Fm Broadcasters, dedicated to sales promotion-research.

In the promotion push with NAFMB is Radio Advertising Bureau's new fm information service and the National Association of Broadcasters' two-year-old monthly letter, *Fm-Phasis*.

SET-MAKER OPTIMISM

One of the most optimistic facets of the whole fm picture is in the manufacture of receiving sets and transmitting equipment (see *Fm Equipment Surge*, p. 32). The set maker is more likely to feel the growing listener interest in fm before Madison Avenue starts its analysis.

Fm this past year has attracted the interest of national agencies. But its big job ahead is to justify the buying of fm in media terminology.

The points that have been brought out in one-time fm research must be related to everyday documentation.

Fm's challenge? Attempting to cash in on the interest it has created this past year.

RADIO TOGETHERNESS

Since U. S. RADIO started publishing nearly three years ago, it has vigorously echoed the pleas of industry leaders that radio stations cooperate rather than decimate.

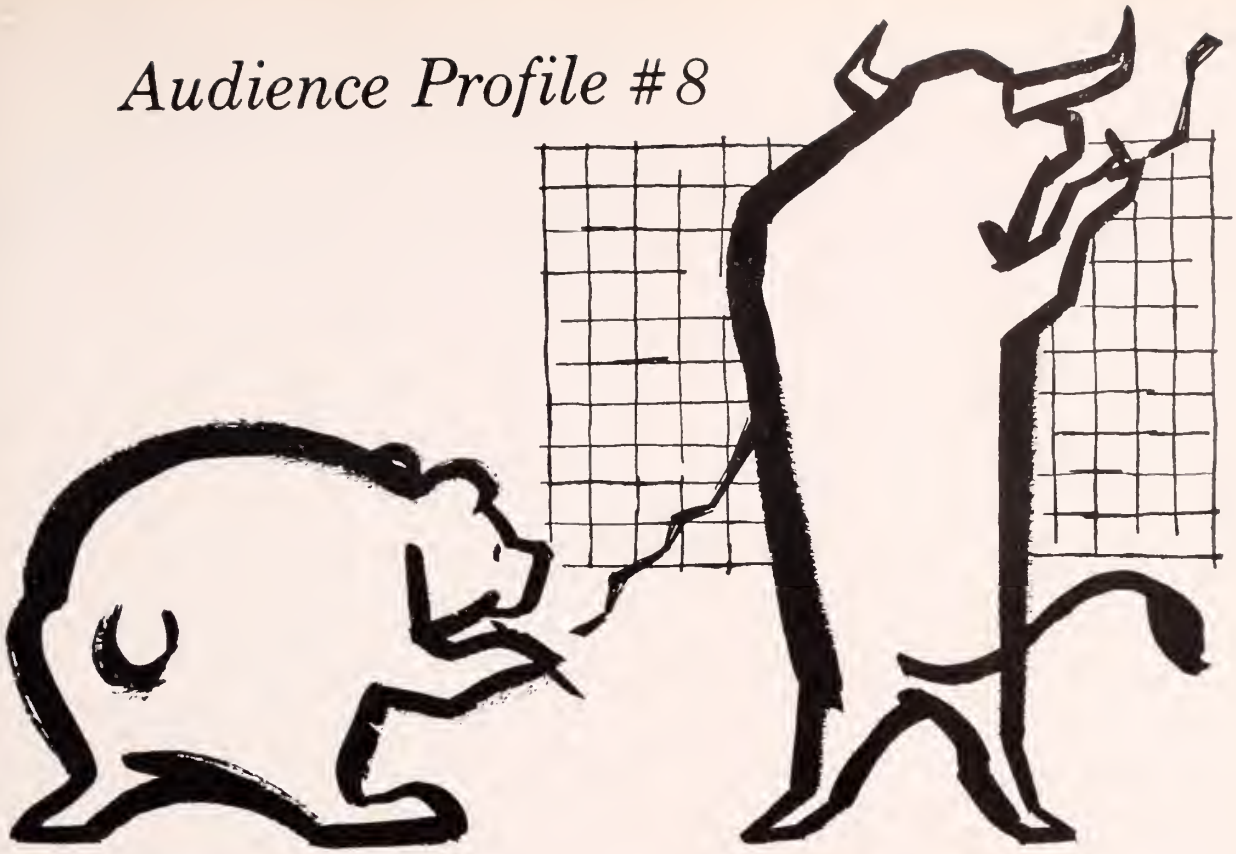
In the past months, there have been very encouraging signs that radio is moving this way (see *Radio Stations Can Get Together*, p. 60).

Among the organizations that come to mind are these: The San Francisco Radio Association, composed of 13 competitive radio stations banding together to promote their market to agencies and clients; the Fm Broadcasters of Greater Kansas City, an organization of eight fm stations whose objectives are to acquaint listeners and advertisers with their fm story; Quality Radio Group, composed of 19 members who have revived the organization to exchange ideas on programming, promotion, public relations and sales.

In addition, there are at least three associations that have been operating for some time: The Southern California Broadcasters Association, which is like a regional RAB; the Southern California Fm Broadcasters Association, an organization dedicated to regional fm sales promotion, and the Association of Independent Metropolitan Stations, a long-standing organization that meets at least twice a year to exchange views on programming, sales and industry problems.

If there is one footnote that should be added it is this: As radio looks ahead to the capture of a greater share of ad expenditures, it should be aware of the historic value of unity.

Audience Profile #8



128,654 WWDC homeowners own stocks or bonds...33.6% above the total sample Washington, D.C. average.* A sizable market in which to make *your* investment!

**PULSE Audience Image Study—July, 1959*



WWDC Radio

. . . the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR

. . . ANOTHER OUTSTANDING KIMN PUBLIC SERVICE TO THE COMMUNITY



The role of the teacher is becoming increasingly important in the complex world of today and tomorrow. Because KIMN recognizes the fine influence a dedicated teacher has on our future citizens, it sponsored a "Teacher of the Year" contest, announcing the results on June 3, graduation day in Denver area schools. $1000 in cash was awarded to Miss Mildred Snow, teacher-counselor at Eiber Elementary School, Jefferson County, and a $500 U.S. Savings Bond went to 6th-grader Marty Haines, who submitted the winning nomination. KIMN sponsored this contest in order to bring to public attention the need for understanding and encouragement of the teaching profession.

KIMN . . . DENVER'S INTEGRITY STATION!

950 ON YOUR DIAL — *CECIL HEFTEL, PRESIDENT*

5000 WATTS / *REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.* / *KEY STATION—INTERMOUNTAIN NETWORK*

for buyers and sellers of radio advertising

RADIO

VOL. 4 — NO. 8

AUGUST

1960

35 CENTS

WASHINGTON 6 D C SUB
USR D5-19-D8-1276-NOR

...S
...sentatives Take
...s to Simplify Forms
page 25

...IGN RADIO
... on Sound Medium
...xico and Australia
page 32

...ENCE BUILDING
...rk Promotion Aims
... Local Listener
page 36

...RTISER AREAS
...Ready to Measure
...0 by New Concept
page 40



...William Fricke
...n Erickson Finds
...Provides Answers
...ree of Its Clients
page 28

This is the spot for a commercial



They're at the beach, but they're right within reach of your message when you buy Spot Radio. Multiply this listening habit by millions of sun-worshippers and it adds up to one thing: they'll buy a lot of what you sell when you use Spot Radio.

KGB	Albuquerque	WINZ	Miami	WRNL	Richmond
WSB	Atlanta	WISN	Milwaukee	KCRA	Sacramento
WGR	Buffalo	KSTP	Minneapolis-St. Paul	WOAI	San Antonio
WGN	Chicago	WTAR	Norfolk	KFMB	San Diego
WFAA	Dallas-Ft. Worth	KFAB	Omaha	KMA	Shenandoah
WKMH	Detroit	WIP	Philadelphia	KREM	Spokane
KPRC	Houston	KPOJ	Portland	WGTO	Tampa-Orlando
KARK	Little Rock	WJAR	Providence	KVOO	Tulsa

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

IT'S ALIVE

ALL NEW RADIO

KLIV

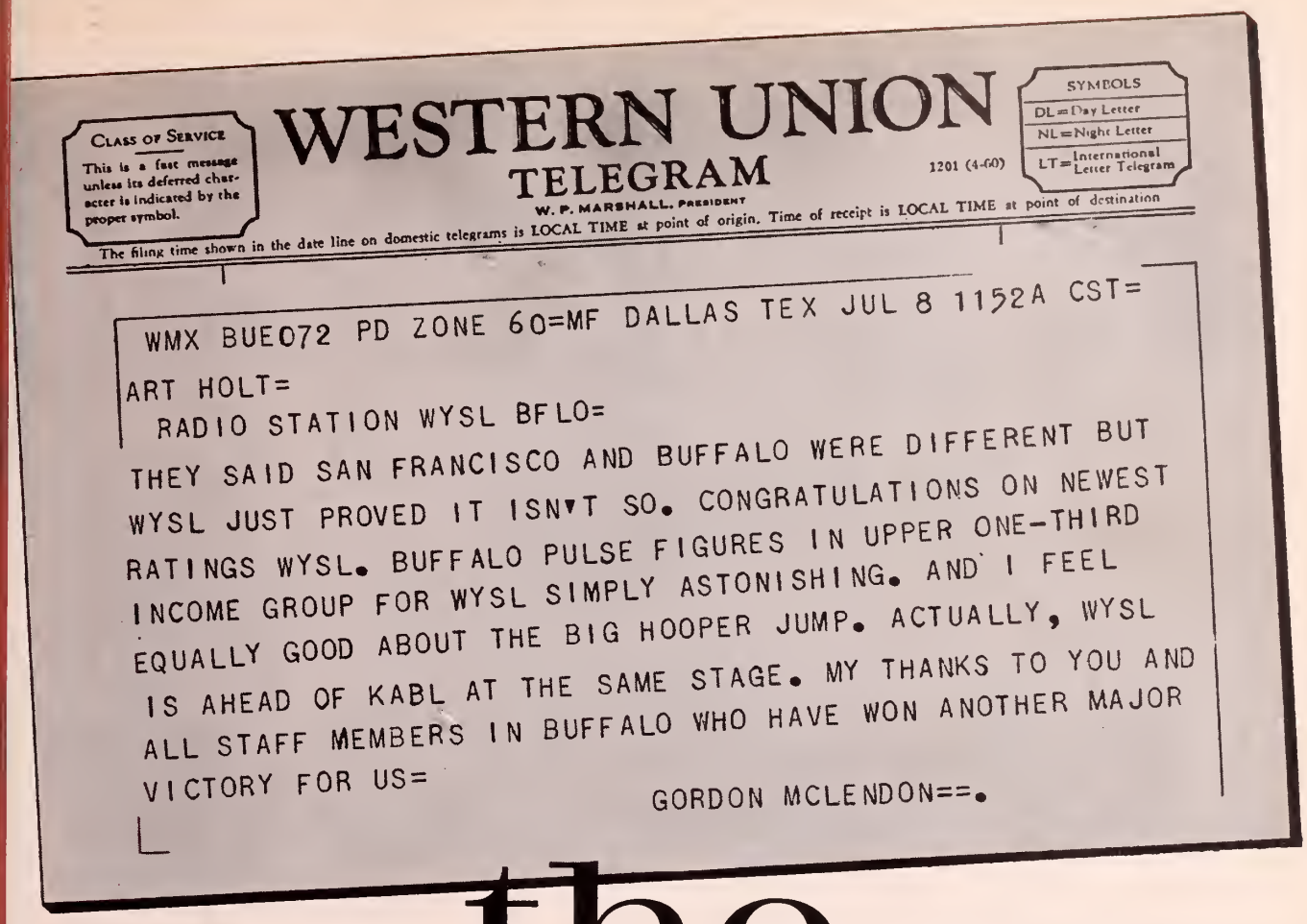
IN SACRAMENTO, CALIF

KXOA

SAN JOSE, CALIF

New radio KLIV (1590 kc) now brings new life to today's fastest growing area in California—Santa Clara County. A dropping billion dollar yield market with a growing radius of KLIV. Also tremendous bonus sales in KLIV's extended coverage in Alameda and San Mateo counties. New radio KLIV, No. 1 in San Jose*, offers complete new programming—music to live by—music everyone wants to hear—news and sports when it's news—exciting contests—all at a brisk audience building pace that sells more of everything because it reaches and influences more people. Put new life into your Northern California sales. Ask your representative or Gill-Perna, Inc. for the facts on KLIV.

The No. 1 radio station** of sprawling Sacramento Valley—nation's 20th ranking market—now operating at 5000 watts. Get the power it needed to reach place. Make Sacramento a must target with one star salesman, KXOA.



CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM
W. P. MARSHALL, PRESIDENT

1201 (4-60)

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

WMX BUE072 PD ZONE 60=MF DALLAS TEX JUL 8 1152A CST=

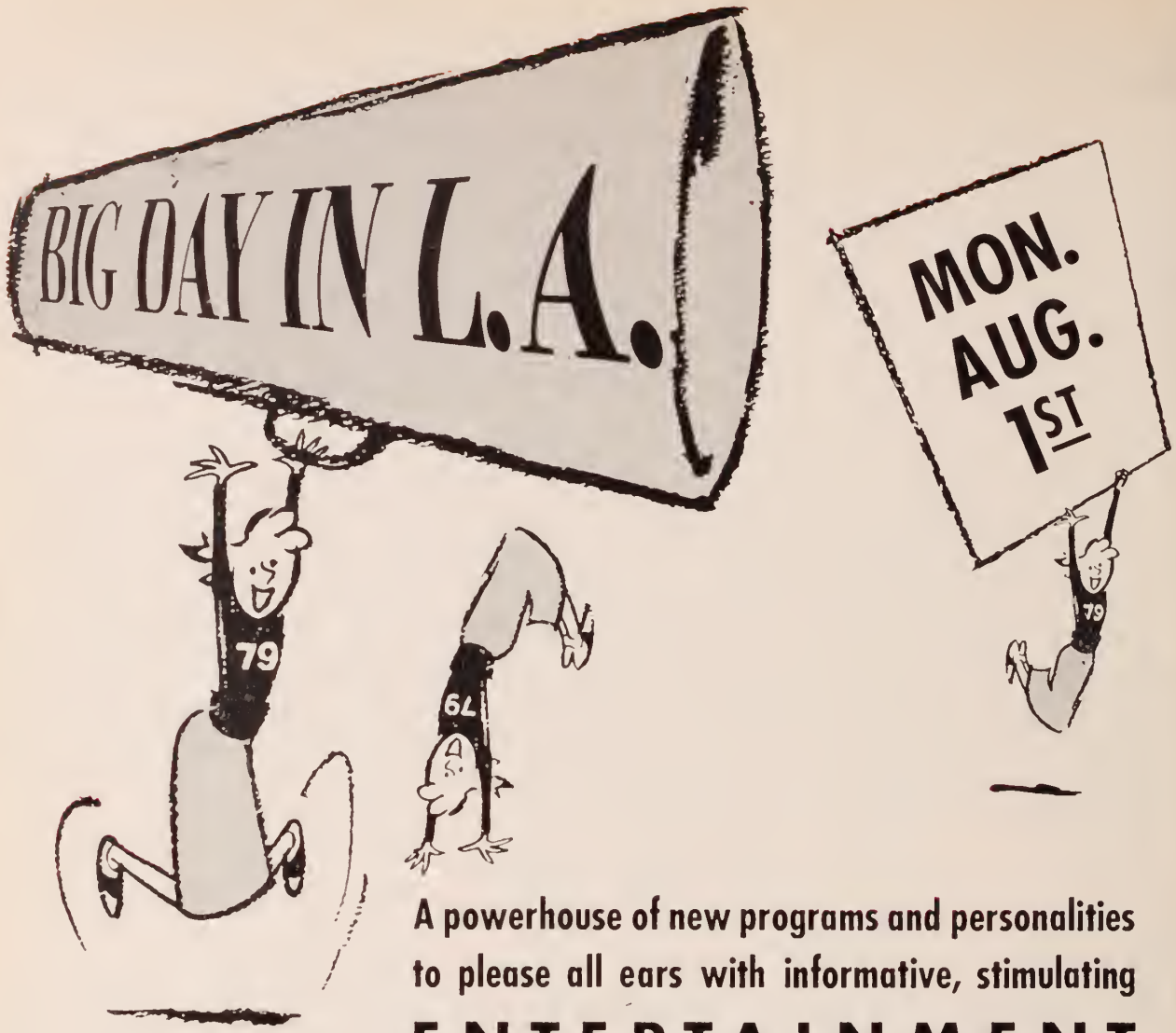
ART HOLT=
RADIO STATION WYSL BFLO=

THEY SAID SAN FRANCISCO AND BUFFALO WERE DIFFERENT BUT WYSL JUST PROVED IT ISN'T SO. CONGRATULATIONS ON NEWEST RATINGS WYSL. BUFFALO PULSE FIGURES IN UPPER ONE-THIRD INCOME GROUP FOR WYSL SIMPLY ASTONISHING. AND I FEEL EQUALLY GOOD ABOUT THE BIG HOOPER JUMP. ACTUALLY, WYSL IS AHEAD OF KABL AT THE SAME STAGE. MY THANKS TO YOU AND ALL STAFF MEMBERS IN BUFFALO WHO HAVE WON ANOTHER MAJOR VICTORY FOR US=

GORDON MCLENDON==.

the McLendon stations... nation's highest rated group





A powerhouse of new programs and personalities to please all ears with informative, stimulating

ENTERTAINMENT

PERSONALITIES—Appealing, unusual, individual, accepted
MUSIC—Melodic, easily identifiable
NEWS—Award-winning, commentary
SPORTS—Expert commentary and play-by-play
ON-THE-AIR SALESMEN—Powerful people who move merchandise

ALL GEARED FOR I-M-P-A-C-T IN LOS ANGELES

All on Distinctively Different

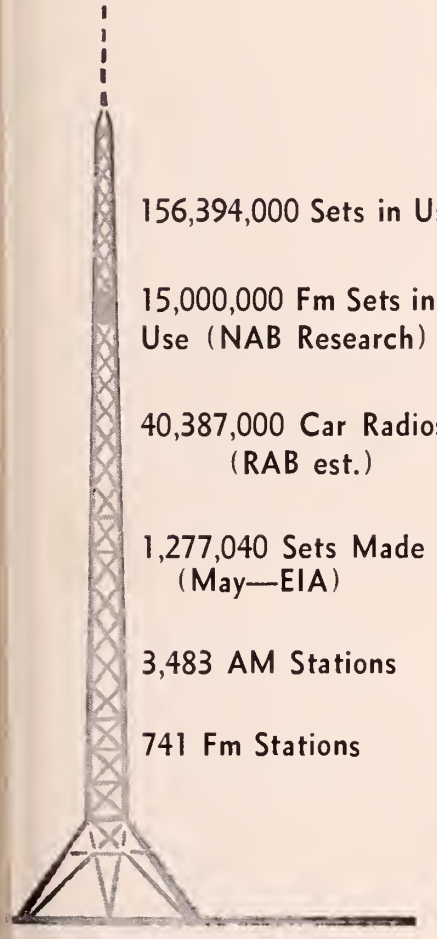
RADIO KABC LOS ANGELES

79 ON YOUR DIAL

American Broadcasting Co. • 1539 N. Vine, Hollywood, Calif. • NO 3-3311

CALL OR WRITE US OR ASK ANY KATZ AGENCY

Radio's Barometer



156,394,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

40,387,000 Car Radios (RAB est.)

1,277,040 Sets Made (May—EIA)

3,483 AM Stations

741 Fm Stations

Spot: About 15 cents of every time-sales dollar taken in by the typical radio station last year came from national and regional spot advertisers, according to the results of the radio financial survey conducted by the National Association of Broadcasters.

Network: The Pepsi-Cola Co., Electric Autolite Co. and Renault, Inc. were the three top network advertisers in terms of total home broadcasts delivered for the second month in a row, according to A. C. Nielsen Co.'s monthly index for the period ending June 5. Increasing its activity with the warmer weather, Pepsi-Cola made use of 544 broadcasts in the four-week period covered, for a total of 234,535,000 home broadcasts delivered. The total for Electric Autolite was 122,938,000 home broadcasts delivered, using 168 broadcasts, and 119,322,000 for Renault with 166 broadcasts. Nielsen's report also shows that the beverage firm was the leader in the total number of network commercial minutes delivered, with 91,612,000. General Mills was in second position with 87,534,000 commercial minutes delivered, followed by Autolite with 86,149,000.

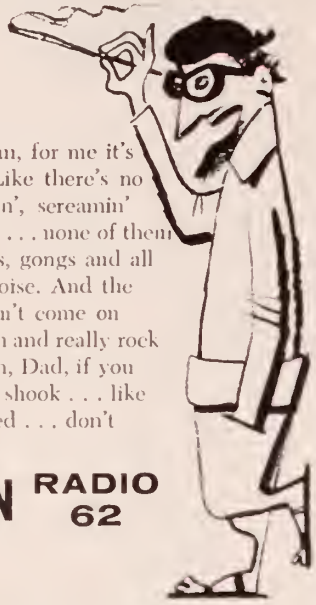
Local: Generous increases in billings have been reported by two stations—WRCV Philadelphia and WPAT Paterson, N. J. National and local sales billings for the first half of 1960, according to T. E. Paisley, WRCV station manager, were up 20 percent over the same period last year. He says that May business showed a 37 percent gain over last year, and June billings 36 percent ahead of last June. WPAT reports that its billings for the first six months of its fiscal year equalled the totals for the previous 12-month period. Read H. Wight, vice president and sales director, also states that more than 95 percent of the station's billings come from national advertisers.

Stations: The number of am and fm stations on the air at the end of June totaled 4,224, an increase of 18 (4 am and 14 fm) over the previous month.

	Commercial AM	*Commercial FM*
Stations on air	3,483	741
Applications pending	628	74
Under construction	98	171

Sets: Total radio production in May was 1,277,040, including 463,165 auto receivers, according to the Electronic Industries Association. Total radio production for the first five months of the year came to 6,973,069, including 2,726,222 auto sets. This represents an increase of over 1.2 million units produced as compared to the same period last year. Total radio sales, excluding car radios, was 548,322; five-month total was 3,175,469. This represents an increase in unit sales of just a shade under 700,000 as compared to the same period in 1959. Number of fm sets produced in April was 65,438. The five-month cumulative total was 295,297. Total for the same period last year was 172,640.

man, that **WSUN RADIO** *is strictly from SQUARESVILLE!*



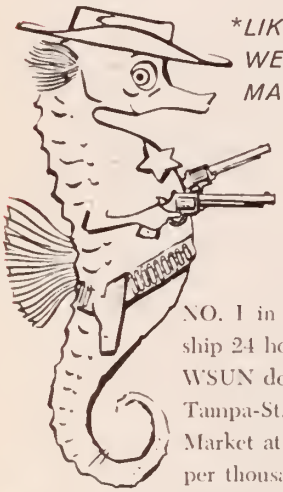
I mean, man, for me it's nowhere. Like there's no real swingin', screamin' announcers . . . none of them crazy sirens, gongs and all that cool noise. And the music doesn't come on with a crash and really rock you. I mean, Dad, if you want to be shook . . . like really rattled . . . don't listen to

WSUN RADIO 62

BUT . . .

If you want to reach the solid, I mean the really solid, like buyers . . .

"SUNNY" is the #1 ADULT WESTERN STATION*



**LIKE WEST FLORIDA, MAN!*

NO. 1 in adult listenership 24 hours a day! And WSUN delivers you the Tampa-St. Petersburg Market at the lowest cost per thousand *adult listeners!*

WSUN 620 KC

TAMPA - ST. PETERSBURG

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S.E. Rep: JAMES S. AYERS

for buyers and sellers of radio advertising

U.S. RADIO

AUGUST 1960 VOL. 4 - NO. 8

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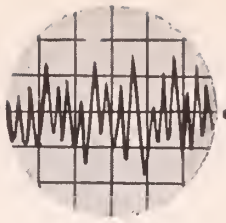
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soundings



Audience Mail Study Being Analyzed by CBS Radio Spot

The results of the audience mail study which all 12 CBS Radio Spot Sales stations conducted the week of July 18 to 24 are currently being analyzed. The object of the study is to establish the total market area of each station with the drawing of new coverage maps. During the week of the study, listeners were asked to nominate on a post card their favorite personality on the individual station, supplying their own names and addresses. Each day, 10 transistors were awarded to listeners whose cards were dropped into a ballot box. CBS Radio Spot Sales, under the direction of Milton F. (Chick) Allison, vice president in charge, observes that only radio was used to promote the audience study.

Representatives Respond to Plea To Simplify Station Rate Cards

In an effort to meet the criticism that rate cards are difficult to read and understand, representatives report to U. S. RADIO that major steps have been taken to correct the situation (see *What Can Be Done to Simplify Rate Cards?*, p. 25). The representatives point out, however, that there are limiting factors to complete simplification based on the individual local problems of radio stations.

Fm Representative Departs From Traditional Agency Take

The step taken by Western Fm Sales, Los Angeles, in increasing the agency commission to 20 percent from 15 percent, represents a departure in tradition that is aimed at winning new business for fm. Miss Bj Hamrick, general manager of Western Fm, states there has been a "long time insistence by many agencies that 15 percent does not provide adequate margin for purchases on behalf of their clients." Miss Hamrick's organization has also just affiliated with Modern Media Fm Sales, headed by Michael Best.

Back-to-School Drive Eyes Early Fall Radio Business

The four-page back-to-school newsletter that Radio Advertising Bureau compiled is aimed at winning new business for radio from retailers of goods for students of all age brackets. These include a total of 47 million students (34 million children and sub-teens and 13 million high school and college attendees). The report has been sent to retailers, outlining the reasons and research for using radio.

Australian and Mexican Radio Developing New Techniques

Under the pressure of expanding economies, growing populations and increasing competition from other media, radio broadcasters in Mexico and Australia are closely studying American stations' selling and programming methods. Objective is to insure radio's important role in the media picture of both countries. Radio accounts for about 15 percent of total ad expenditures in Australia, and is estimated to represent 40 percent of total billings in Mexico. (See *Made In U.S.A.*, p. 32.)

Trend to Greater Emphasis On News Continues

With its Total Information Radio concept, WGBS Miami illustrates the growing emphasis on news. Its format now comprises 10 minutes of news on the hour and half-hour, including national, international, Florida and Miami coverage. In addition, the station has just expanded to a half-hour of news at noon and a full hour at 6 p.m.


To tell you
more about SPOT
and the Stations
and Markets we represent


PETERS, GRIFFIN, WOODWARD, INC.

...and these are the fine Radio Stations and Markets we represent:



EAST, SOUTHEAST

		FREQUENCY	WATTS
WCBM	Baltimore	680	10,000
WWJ	Detroit	950	5,000
WDRC	Hartford	1360	5,000
WHIM	Providence	1110	1,000
WLOS	Asheville, N. C.	1380	5,000
WCHS	Charleston-	580	5,000
WPLH	Huntington, W. Va.	1470	5,000
WCSC	Charleston, S. C.	1390	5,000
WIST	Charlotte	930	5,000
WIS	Columbia, S. C.	560	5,000
WSIX	Nashville	980	5,000
WPTF	Raleigh-Durham	680	50,000
WRVA	Richmond	1140	50,000
WDBJ	Roanoke	960	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	1040	50,000
WOC	Davenport	1420	5,000
WDZ	Decatur	1050	1,000
WDSM	Duluth—Superior	710	5,000
WDAY	Fargo	970	5,000
WIRE	Indianapolis	1430	5,000
KMBC	Kansas City	980	5,000
KFRM		550	5,000
WMBD	Peoria	1470	5,000
KFDM	Beaumont	560	5,000
KRYS	Corpus Christi	1360	1,000
WBAP	Ft. Worth—Dallas	820	50,000
WBAP		570	5,000
KTRH	Houston	740	50,000
KENS	San Antonio	680	50,000

MOUNTAIN AND WEST

KBOI	Boise	950	5,000
KHOW	Denver	630	5,000
KGMB	Honolulu—Hilo	590	5,000
KHBC		970	1,000
KGBS	Los Angeles	1020	50,000
XEAK	San Diego	690	50,000
KIRO	Seattle	710	50,000

Pioneer Station Representatives Since 1932

PETERS, GRIFFIN, WOODWARD, INC.

NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · BOSTON
ATLANTA · DALLAS · FT. WORTH · SAN FRANCISCO · ST. LOUIS

time buys

American Airlines

Agency: *Young & Rubicam Inc., New York*

Product: AIR TRAVEL

New York, Chicago and Los Angeles will be the opening markets for a multi-station buy, with other markets added after the late September start date. American will run 50 or more spots per market, hitting the morning traffic hours heavily and scattering daytime minutes. The 14-week buy will carry the campaign through December, when the client may renew. All spots are ET's. The budget calls for a sprinkling of fm buys in these markets after am spots are scheduled. Timebuyer is Don Hinton.

American Tobacco Co.

Agency: *Sullivan, Stauffer, Colwell & Bayles, Inc., New York*

Product: RIVIERA CIGARETTES

This new cigarette is undergoing a test market introduction with heavy radio saturation in several West Coast markets: Portland, Seattle, Phoenix, Ariz. and Oklahoma City. Start date was July 25, with heavy buys on quality music stations. As many as 25 one-minute announcements are aired per week, depending on the market. Campaign will run up to eight weeks. Bill Ferguson is timebuyer.

Air France

Agency: *BBDO Inc., New York*

Product: "PARISIAN HOLIDAY" PACKAGE TOUR

Taking to the air to promote its new jet package tour to Paris, Air France will add a special seven-week flight to its regular schedule in 10 major markets: New York, Chicago, Los Angeles, San Francisco, Washington, Philadelphia, Boston, St. Louis, Miami and Baltimore. The regular 13-week cycle will renew September 4.

The total radio push will involve up to 17 one-minute spots each week. The airlines will buy some $15,000 worth of spots on two New York stations some time this month. The New York buy, a supplement to Air France's 17 spots-per-week on a third station, may run for as long as 26 weeks. Timebuyer is Mal Murray.

Chesebrough-Ponds Inc.

Agency: *Norman, Craig & Kummel Inc., New York*

Product: VASELINE HAIR TONIC

This client is running six to 12 spots a week in 80 markets to sell the teenage "man" on good grooming. Late afternoon deejays are carrying the message. Four-week flights will alternate. Timebuyer is Alan Silverman.

Cities Service Co.

Agency: *Ellington & Co., New York*

Product: MOTOR FUEL

Approximately 50 markets will get this multi-station buy, with a September start staggered according to the market. The schedule, patterned after last fall's campaign, will run some 80 to 100 spots per week in each market. Minute ET's, some with jingles, are scheduled Monday through Friday. Saturday and Sunday ID's will heavily dot the log, all aimed at weekend motorists. Dan Kane is media director.

Columbia Pictures Corp.

Agency: *Donahue & Coe Inc., New York*

Product: SONG WITHOUT END

Eighteen New York City stations are currently running a total of 700 spots promoting the opening of this film of the life of Franz Liszt. As it goes into general national release, the film will be promoted in 25 to 50 markets. ET's are 60's and 30's.

WSBT SOUTH BEND, INDIANA
Personality Gallery



TYPE NO. 4...
Piano Man

The Harlan Hogan show on WSBT (Mon.-Fri; 3:05-4:00) opens with a piano note and usually closes on a note of confusion. It features Hogan's piano music, casual conversation with his co-disorganizer, Jim Gannon, and interviews with unwilling guests. It's an informal, relaxing show, and people in South Bend love it.

These are the same people who have the highest per household incomes in the state ($7,553) and who listen to WSBT more than any other radio station. WSBT dominates every 15 minute segment of every broadcast day in South Bend!

To reach the rich South Bend Metro Area and 35 additional counties, use its radio voice . . . WSBT. Write for availabilities on The Harlan Hogan show and for free market databook.

5000 WATTS
960 KC
CBS RADIO
WSBT
SOUTH BEND, INDIANA
FIRST IN SOUND ADVERTISING



CROSBY & CLOONEY

When Bing and Rosemary signed for their weekday program, Variety wrote: "CBS Radio Still Makes Like Show Biz." It's this network's tradition, of course. One that attracts audience... sells for sponsors. Here, Bing and Rosemary join personalities like Arthur Godfrey, Art Linkletter and Garry Moore to offer personal salesmanship unequalled elsewhere. In all radio, this is the kind of company you keep...

ONLY ON CBS RADIO

time buys

Continental Oil Co.

Agency: *Benton & Bowles Inc., New York*

Product: GASOLINE

Wrapping up the summer with a special four-week spurt, Conoco is running in 35 markets. Ten-second ID's started late in July. Timebuyer is Tom Focone.

Grove Laboratories Inc.

Agency: *Doherty, Clifford, Steers & Shenfield Inc.*

Product: MINIT-RUB

This client is warming up for a start late in September in 20 to 25 markets which will include New York, Los Angeles and Chicago. Daytime minutes, run in two six-week flights, will aim for the housewife audience in the 9 a.m. to 4 p.m. segment. The campaign will use 10 spots a week. Timebuyer is Frank Finn.

Robert Hall

Agency: *Arkwright Advertising Co.*

Product: CLOTHING

Back-to-school push for Robert Hall starts August 28 in 130 markets, with 40 to 50 spots per week, depending on the market. Client is buying minutes, scheduled throughout the day, Monday through Sunday, with emphasis on news adjacencies. Back-to-school copy will run through October, when client will switch to its pre-Christmas accent on winter clothes. Jim Hackett is media director.

Kay Preparations Co. Inc.

Agency: *Kenneth Rader Co., New York*

Product: COSMEDICAKE

Staggered 13-week buys are being made in six to eight markets to mark the first time this product has used radio. Appeal will be directed to adult women. Spot schedules started in two cities last month, with the remainder scheduled to start at one week intervals, all using minutes.

King Merritt and Co., Inc.

Agency: *Albert Frank-Guenther Law Inc., New York*

Product: INVESTMENT SECURITIES

Mutual funds will get the sell in 40 markets starting early in September. King Merritt's approach will be sponsorship of a 15-minute once-a-week program, *Family Financial Planning*. Program gives listeners tips on the economy with one spot mid-way, another at the close. A 13-week contract will probably be renewed consecutively through July 1, 1961. Stations in King Merritt branch cities will carry the show. Timebuyer is Larry Butner.

Liggett & Myers Tobacco Co.

Agency: *Dancer-Fitzgerald-Sample Inc., New York*

Product: L&M FILTERS

Traffic minutes are the tickets for an 18-week campaign already underway. Spots are running currently in 10 to 20 markets, with buys of 25 spots per-week per-market. Timebuying is being handled by Fred Hawkins.

C. F. Mueller Co.

Agency: *Doherty, Clifford, Steers & Shenfield, New York*

Product: MACARONI PRODUCTS

Agency is now buying time in as many as 60 markets for a mid-September start in the 9 a.m. to 4 p.m. slot. From 10 to 25 spots, all ET minutes, will run each week, varying with the market. The campaign is expected to run through late spring, 1961. The timebuyer is Jeff Fine.

Pan American Airlines

Agency: *J. Walter Thompson Co., New York*

Product: AIR TRAVEL

Buying fm-only stations for the first time, PAA's campaign will break in October for 12 weeks. One minute spots will also run on am

stations. Schedule will run on four to five stations in both New York and San Francisco. Timebuyer is Martin Daniels.

Potter Drug and Chemical Co.

Agency: *Kastor Hilton Chesley Clifford & Atherton Inc., New York*

Product: CUTATONE

Teen-agers are the target for this 26-week campaign which starts next month in 35 top markets. Cutatone, Potter's new medication for skin breakouts, will be sold on top afternoon deejay shows. Schedules will go Monday through Sunday in frequencies of 12 to 24 per week, depending on the market. Spots will be jingle minutes. Roxanne Gordon is timebuyer.

Leonet Corporation

Agency: *Kenneth Rader Co., New York*

Product: REDUCAL

This brand new diet preparation will hit the market in September with a 13-week saturation campaign in seven or more markets. Client is buying heavily on daytime programs, reaching for the overweight housewife. Announcements will be minutes.

United Airlines

Agency: *N. W. Ayer & Son, Philadelphia*

Product: AIR TRAVEL

Boston and Omaha will join the current list of cities used by United, starting the middle of the month. Extra spots are being purchased in regular scheduled cities such as Los Angeles and San Francisco. The new minute buys bring the total of markets used by United to 19. Timebuyer is Art Ramberg.

Universal-International Pictures Corp.

Product: COLLEGE CONFIDENTIAL

Spot campaigns are under way in Detroit, Cincinnati and Indianapolis to promote the opener of this film, soon to make the circuit in the remainder of the country. Heavy saturations are scheduled for major markets. Smaller schedules will run in hundreds of other markets. Announcements are ET minutes.

Watchmakers of Switzerland

Agency: *Cunningham & Walsh Inc., New York*

Product: WATCHES

Time is no problem in this case, where Watchmakers of Switzerland will favor all-night radio in the new campaign. Spots during the dusk-to-dawn stretch earlier this year proved so successful that the company will buy more this fall. Promotion will cover 30 or more markets, with five to 10 spots per day. Minute ET's will run during traffic hours as the bulk of the schedule. Timebuyer is Frank Vernon.

Western Mineral Products Co., Minneapolis, Minn.

Product: ZONOLITE INSULATING FILL

Co-op spots with roof insulation jobbers will start for Zonolite in nine-state area October 1. ET's are planned, using three one-minute spots and three 30's per day. Copy theme is "Stop The Heat Thief in Your Attic."

Woolite Co.

Agency: *Daniel & Charles, Inc., New York*

Product: WOOLITE SOAP

This product will go on the air in mid-September for a run of seven weeks in an undisclosed number of markets. Woolite will also break into network radio with spot participations on ABC's *Breakfast Club* with Don McNeill. A traditional print-user, this company first used radio last fall in a 13-week campaign in Canada. Isabele Stannard is the timebuyer.



CAPITOL CLOAKROOM

Radio's oldest continuous public affairs series traces our legislative process. It was awarded a Freedoms Foundation Medal for creating "a better understanding of great fundamental American tradition." Listeners hear Presidents, Senators, Congressmen—those who help to make the law. In all radio, Capitol Cloakroom is the kind of company you keep . . .

ONLY ON CBS RADIO

40 YEARS OLD

Radio Station WWJ in Detroit, the world's first commercial broadcasting station, celebrates its 40th Anniversary on August 20.

Pioneer electronics inventor Lee DeForest who designed WWJ's first transmitter—20 watts—has stated, as reported by Time and Newsweek Magazines: "On the night of August 20, 1920, the first commercial broadcast station in all the world was opened." The station has been on the air regularly every day since that time.

Other WWJ programs during 1920 included:

August 31— *Returns of local and state primary elections. That hundreds of listeners heard the returns in their homes was duly documented by The Detroit News the following day.*

September 4— *WWJ Radio was the source of music for a dancing party at a private home.*

September 6— *Result of the Dempsey-Miske fight, broadcast within seconds of receiving the bulletin from wire services.*

September 22— *First "vocal concert" by radio. Miss Mabel Norton Ayers sang several solos accompanied by phonograph music.*

October 5— *Scores of the World Series game (Brooklyn vs. Cleveland).*

November 2— *National election returns (Harding vs. Cox), broadcast over a period of four hours.*

YOUNGER EVERY DAY!

While we are forty years old, we consider ourselves younger every day. Our present concept of TOTAL RADIO keeps the station in tune with the times—and with present-day listeners.

TOTAL RADIO is for the total population. It features Detroit's most complete radio news center which presents the total news—comprehensive, balanced and believable.

Listeners of all ages get their share of entertainment and information from WWJ's popular music, concert music, classical music, sports and weather reports and special features.

Advertisers, of course, benefit from this broad-gauge programming, and find it perfectly planned for moving merchandise in the nation's Fifth Market.

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
OWNED AND OPERATED BY THE DETROIT NEWS


MIKE WALLACE...EXPERT ON SPOTS
Parliament puts Mike Wallace on the spot extensively in selected markets throughout the country to sell "the most important quarter-inch in smoking today." Mike is a powerful personality with an important message—so it's only natural that the Parliament people use the medium that offers the most impact in the markets that really count.... SPOT TELEVISION. This mighty medium will work for you. Call your nearest H-R Television Representative. Put him on the spot.
H-R
Television, Inc.
Representatives



NAB Continues Its Opposition to Proposed FCC Suspension Powers

Broadcasters are waiting to see what effect the testimony of Vincent T. Wasilewski, National Association of Broadcasters' vice president for government affairs, had on members of the House Committee on Interstate and Foreign Commerce. Mr. Wasilewski voiced the opposition of the NAB to proposals which would allow the Federal Communications Commission to suspend radio-tv station licenses up to 10 days and to impose fines of up to $1,000 per day on broadcasters. These and other proposals were approved last month by the House committee as amendments to an omnibus broadcasting bill previously passed by the Senate, following disclosures of "rigged" quiz shows and so-called "payola" practices by certain individuals in broadcasting.

Policy Committee Cites Concern Over Results of New Regulations

Clair R. McCollough, chairman of the NAB Policy Committee and president and general manager of the Steinman Stations, Lancaster, Pa., said "These amendments to permit suspensions and fines against broadcasters are a matter of serious concern to the industry, and to authorize their use against a communication medium, we believe, opens up a whole new concept of government regulation." He pointed out, however, that the NAB would not oppose other amendments of the House committee to make payola and the rigging of quiz shows criminal offenses, to clarify the problem of sponsorship identification, to prohibit exorbitant payoffs for the withdrawal of competing applicants for broadcast licenses and to require public notices of filing and hearings in localities where stations are to be located.

Broadcasters Voicing Approval of New NAB Radio Code Changes

Meeting recently, the Policy Committee of the NAB said that the new radio code "has received widespread and gratifying support from radio broadcasters throughout America . . . since it became effective (last month)." The revisions in the code approved by the Radio Board of Directors of the association include changing the name from "Standards of Good Practice for Radio Broadcasters," to the current "Radio Code of Good Practices of the National Association of Broadcasters."

Sharp New Set of Teeth Aimed At Enforcing Code Provisions

Other changes made include making subscription to the code available to non-members of NAB as well as to members of the association. Previously subscription had been open only to NAB members. Also, the appointment of a new nine-man code review board; adoption of regulations and procedures for enforcing the code's provisions; new visual and audio symbols for subscribers, and assessment of dues from subscribers. Administration of the new code is under John F. Meagher, NAB vice president for radio.

NAB's Radio Financial Survey Paints Healthy Station Picture

Broadcasters have been studying the results of the radio financial survey recently released by the NAB. The report shows that the revenue of a typical radio station increased five percent in 1959. According to the survey, "the typical radio station received about $104,000 in total revenue, with total expenses of $96,000 and a profit margin of about eight cents on every sales dollar, a slight increase over last year. Of every time-sales dollar taken in by the typical radio station," the NAB survey

(Cont'd on p. 16)



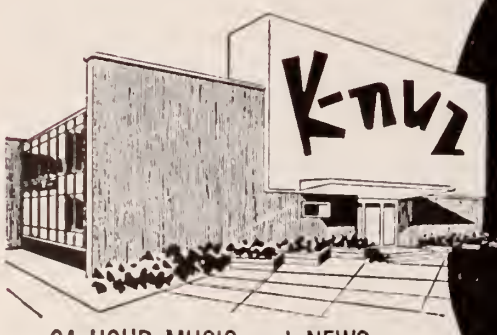
Houston is Sixth in the Nation...

K-NUZ is FIRST in Houston!

NO. 1* BUY

at the lowest cost per thousand!

*See latest Pulse or Nielsen



24 HOUR MUSIC and NEWS

National Reps.:
THE KATZ AGENCY, INC.
- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581

AIMS



MEMBER OF
TEXAS QUADRANGLE

continues, "about 85 cents came from local advertisers, about 15 cents from national and regional advertisers and less than one cent from network sponsors. The typical radio station has followed this general pattern of time-sales for the past two years." Turning to station expenses, the study states that 37 cents goes for general and administrative expense, 34 cents for programming, 18 cents for selling and 11 cents for technical expenditures.

Local Public Relations Efforts To Benefit from New Materials

In its desire to help the radio industry put its best foot forward, the NAB Public Relations Service is preparing a number of aids to help broadcasters in their local public relations efforts. John M. Couric, manager of public relations, described some of these aids which include: Study guides on broadcasting for use by local women's groups which should be available about February 1, 1961, and will be distributed through national women's organizations as well as local stations. Packages of informational reference materials on radio, designed especially for libraries and schools, are available now. A speech on careers in radio, for use with or without slides, will be available to all radio members in the fall, according to the NAB.

FCC Proposals on CONELRAD Equipment Draw NAB Protest

The proposed rule by the FCC which would make mandatory the installation of new equipment for CONELRAD is being opposed by the NAB. In a statement submitted to the FCC, the association said: "The broadcast industry has voluntarily cooperated with the Federal government since 1951 on matters of national defense, and has already expended several million dollars on behalf of the CONELRAD system. The presently constituted attention signal can be received just as satisfactorily by means of the 221 million existing broadcast receivers in the hands of the public as could the one herein proposed." • • •



for complete radio and tv coverage facts

NCS '61 will separately report all U. S. counties including some 20 city areas in Alaska and Hawaii. NCS '61 will provide basic broadcast media data, coordinated with 1960 U. S. Census data and capable of being combined to meet any media or marketing requirement.

Since 1952, Nielsen Coverage Service has had industry-wide acceptance as the authentic and detailed source of tv and radio media-market information . . . county-by-county. Now NCS '61 is being readied by a permanent staff of coverage specialists and expert technicians in time for tie-in with the 1960 U. S. Census.

NCS, produced with proven techniques for maximum usefulness, is the only service providing authoritative coverage facts in complete county-by-county detail on:

SET OWNERSHIP
Total homes . . . tv homes . . . radio homes (from the 1960 U. S. Census of Population)

STATION CIRCULATION (daily, weekly, daytime, nighttime)

Each tv station . . . VHF or UHF (including direct or wire-line service)

Each radio station . . . AM or FM (including out-of-home listening)

Total radio use, county by county

FOR ALL THE FACTS

Send for complete information on NCS '61 and find out how you can take advantage of substantial "multi-media" and "prompt purchase" discounts.

CALL . . . WIRE . . . OR WRITE TODAY

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

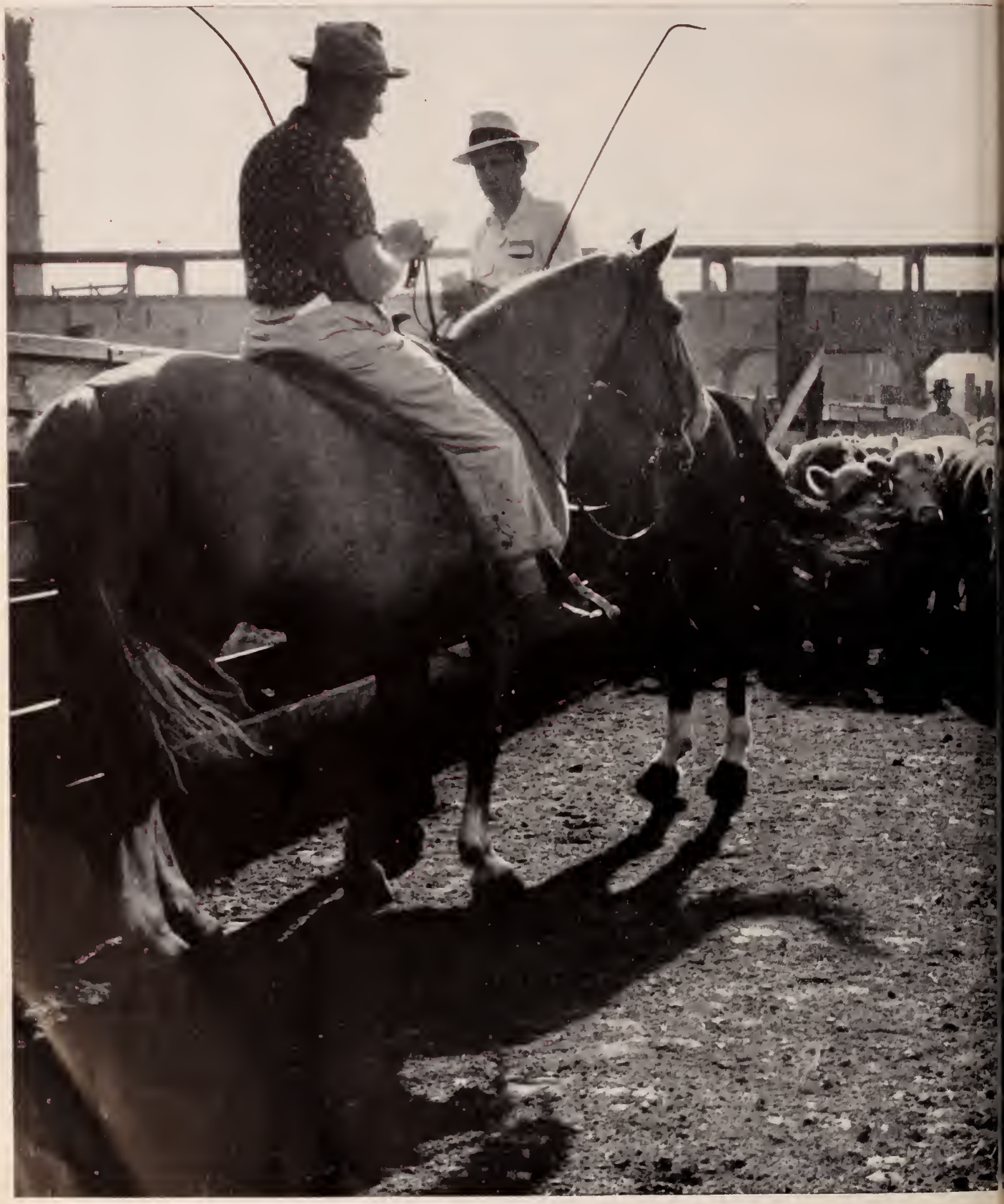
Nielsen Coverage Service

a service of A. C. Nielsen Company

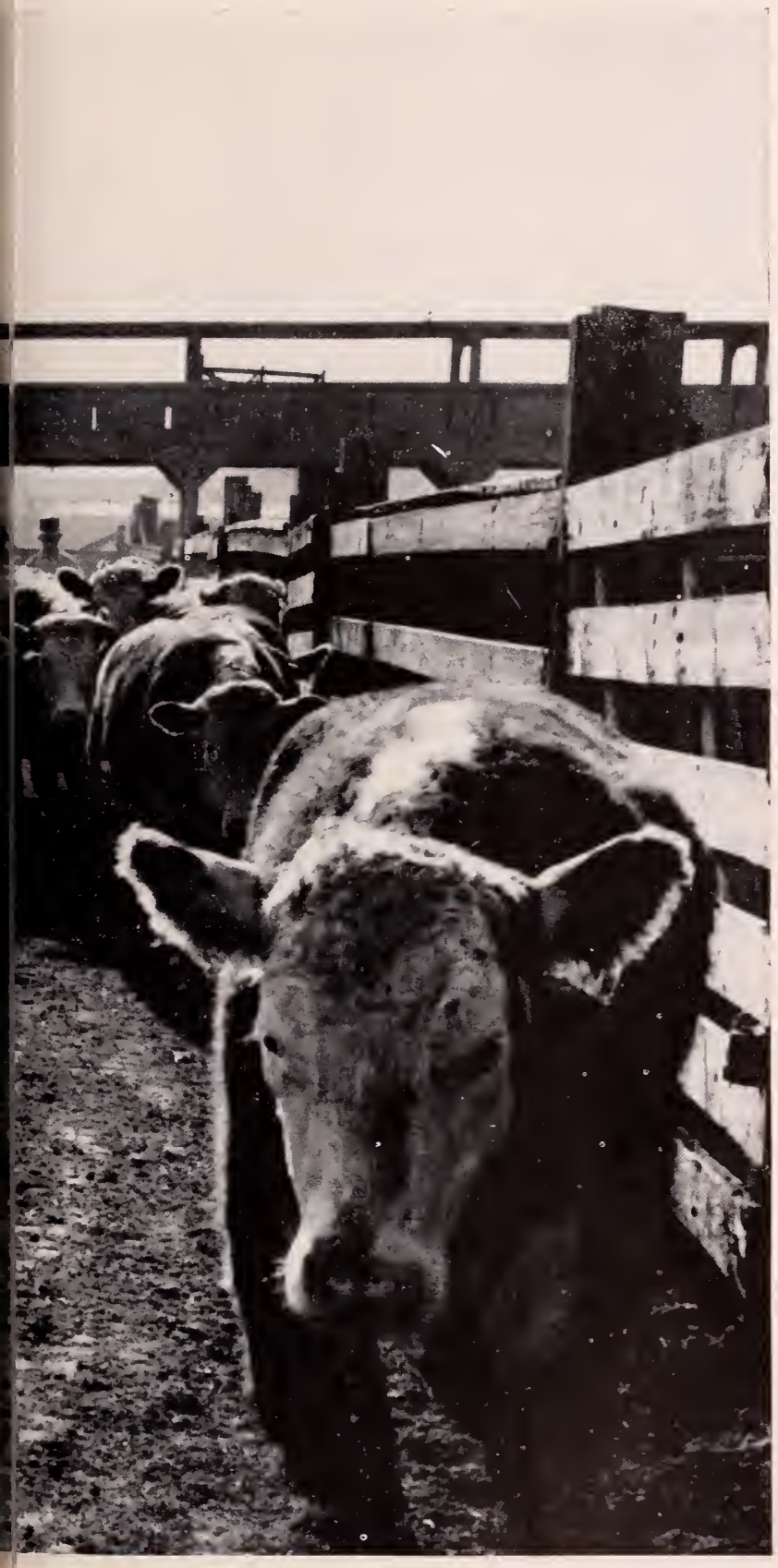
2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

0404

In Chicago



...**the Union Stock Yards,** which opened for business on Christmas day, 1865, is the largest cattle market in the U. S., serving 400 packers from 38 states—currently trading at the rate of $860,000,000 a year! Here, Monday through Friday, direct and exclusive livestock reports are broadcast over WGN radio.



In Chicago

WGN

RADIO

reaches more homes
than any other
Chicago advertising medium . . .
first in farm service
in the Midwest

WGN IS CHICAGO

Quality • Integrity • Responsibility

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

MORE FOOD
IS SOLD
ON LONG ISLAND
THAN IN
PHILADELPHIA,
PEORIA AND
PENSACOLA...
PUT TOGETHER!

$704,995,000
(Sales Mgt.)

WHLI

Dominates the Major Long Island Market (Nassau) ... Delivers MORE Daytime Audience than any other Network or Independent Station!
(Pulse)

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of long island

Represented by Gill-Perna

the *Silver Mike*





THIS MONTH:

WILLIAM K. McDANIEL
Vice President in Charge, NBC Radio Network

'A Format That Is Valuable For Us and Our Affiliates'

William K. McDaniel, vice president in charge of the NBC Radio network, has never been more "bullish" about its prospects. And if anyone wants to be shown, Mr. McDaniel stands ready to translate words into deeds.

Two-thirds of the network's advertisers are on for more than 13 weeks and about a dozen are on for 52 weeks. This contrasts with the situation in 1956, the year he moved to the NBC Radio network, when the last of the year-round clients, Miles Labs, was lost.

Secondly, affiliates are getting more compensation now with 35 hours of option time a week than they were receiving a year ago with 75 hours.

And Mr. McDaniel points with a sense of accomplishment to the fact that there was more 1960 business on the books as of last June 1 ($14 million) than there was for all of 1959.

Hardened by the lean years of network radio, the NBC Radio head remains a realist in appraising the job ahead. "We are satisfied that we have evolved a format that serves a valuable function for us and our affiliates," he comments. "Our future objectives are product improvement, price improvement and market facilities improvement."

Mr. McDaniel, a native of Scarsdale, N. Y., joined NBC in New York as a page in 1938. From 1940 to 1941, he was a sales executive in the Midwest for Scripps-Howard Radio Corp. A year later he joined KMPC Los Angeles as an account executive.

He left that post in 1948 to become a salesman for ABC's KECA-TV Los Angeles and shortly thereafter was named station sales manager. In 1951, Mr. McDaniel became manager of ABC's western division network sales department. The following year he rejoined NBC as western division manager of NBC Radio Spot Sales.

In May 1955, after two years as sales manager of KNBC San Francisco, he was appointed general manager. He was placed in charge of NBC Radio sales in August 1956 and was named vice president for sales two months later.

Mr. McDaniel, who was promoted to his present post last January, lives in Pelham Manor, N. Y. • • •



...with audience among top 10 in America!...and first in Cincinnati!

For 38 years now, WLW has been one of the Radio leaders of the Country. WLW consistently rates among the top 10 largest audiences of the more than 3500 Radio Stations in America. And WLW also has the largest audience of any Cincinnati Radio Station.

These WLW spectacular audience ratings are due to two important factors:

1. *The WLW World's Highest Fidelity AM transmission*—developed exclusively by Crosley Broadcasting engineers.

2. *The WLW programming*—a concept of programming with broad audience appeal, especially in music, information and news.

So when buying Radio time, call your WLW representative. You'll be glad you did!

WLW AUDIENCE SUMMARY DATA

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION.....Per Week.....

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

WLW Radio—one of the *dynamic* WLW Stations! Crosley Broadcasting Corporation, a division of **Avco**



NEGRO
Community Programming

+



SPANISH/PUERTO RICAN
Programming

=



of *Whirl-Wind* sales action

WWRL

NEW YORK DE 5-1600

*10:00AM-5:30PM
**5:30PM-10:00AM

LETTERS TO THE EDITOR

Fm Issue

Your special supplement on fm radio (July issue) is certainly excellent. This is the first compact, concrete job I have seen released on fm.

Just as a suggestion, when you do it again we feel a very important segment would be set penetration figures.

Your report is most impressive.

E. K. Hortenbower
Vice President & General Manager
KCMO Broadcasting
Kansas City, Mo.

. . . It might very well be that a large number of fm radio stations would want reprint copies of the (fm) supplement on a quantity basis. They make excellent "leave-behinds" for salesmen. Frankly, we are thinking of using them as a mailing piece locally.

Russell R. Naughton
Manager
WCCC-FM Hartford, Conn.

Kindly send me the (fm) reprint. . . . I would like to have it and all monthly issues of U. S. RADIO sent to my home address.

Jerome P. Feeney
Joy Phillip Jingles
Racine, Wisc.

Summer Radio

I have read *The Hot Sound of Summer Selling* in your June issue and congratulate you on its soundness. Certainly, the Katz Agency couldn't agree with you more.

Edward Codel
Vice President
The Katz Agency, New York

Many thanks for the excellent report in your June edition relative to summer listening habits. Please accept this as our order for copies of *The Hot Sound of Summer Selling.*

Again, thanks for the timely information . . . and for another superb issue of U. S. RADIO.

Donold R. Grant
Sales Manager
KCSR Chardon, Nebr.

We would very much like to have extra copies of the article *The Hot Sound of Summer Selling* which appears in your June issue.

Stanley H. Edwards
Station Manager
WTRY Troy, N. Y.

Kind Words

. . . I want to congratulate you on the fine job of reporting that your publication did on our Blair Group Plan (*Industry Idea Selling,* June 1960).

Too many articles in all trade papers cover just the surface of the story. We have noticed more and more that U. S. RADIO is getting to the heart of the subject, and as a result you are doing an excellent job for the radio industry.

. . . we naturally consider your efforts another contribution toward getting more business in the radio advertising medium.

Arthur H. McCoy
Executive Vice President
John Blair & Co., New York

. . . Both we at the agency and the people at Champion were happy with the article on Champion's spot radio program (*Radio Sparks Champion,* June 1960).

As a matter of fact, the client was so pleased with the article that they requested 230 copies of the magazine so that they can be distributed to their sales force.

Worren K. Kruger
Associate Media Director
J. Walter Thompson Co., Detroit

Just a note of congratulations on a really helpful publication. U. S. RADIO is one of the few trade publications in the country that offers a representative complete information and specific leads on new business.

Your "Letters to the Editor" column is very often a means of new and profitable affiliations . . . and your reports on radio activity seem to be the only ones that tell the complete story.

Once again, congratulations on a truly fine publication. Keep up the good work.

Don Watermon
Executive Vice President
Bob Dore Associates
New York

Thank you very much for the excellent feature on Carlsberg Beer in the July issue of U. S. RADIO (see *Commercial Clinic*).

Martin Solow
Executive Vice President
The Wexton Co., Inc.
New York

U.S.

FM

A
U.S. RADIO
PUBLICATION
FOR FM
BROADCASTERS
AND
ADVERTISERS

Born of a
ral need
fr FM
broadcasters
ad
avertisers



U.S. RADIO ANNOUNCES NEW FM-ONLY MAGAZINE

As the only all-radio magazine in the broadcast field, U.S. RADIO has watched—and reported with real interest and enthusiasm—the phenomenal growth of FM broadcasting and FM listening.

To give this "FM surge" the proper type of editorial treatment and emphasis, U.S. RADIO proudly announces a brand new supplementary *FM-only magazine.* This new U.S. RADIO publication will be published monthly coinciding with U.S. RADIO. The first issue will appear in September.

The new FM magazine will duplicate U.S. RADIO's circulation, each issue having a press run of over 12,000. Advertising and subscription rates will be the same as U.S. RADIO. Beginning with a minimum of 16 pages, the new publication will be expanded as rapidly as possible to fit editorial and advertising requirements.

1960 FM SUPPLEMENT BIG SUCCESS

Last year, and again this year, U.S. RADIO pioneered the FM field with special supplements devoted entirely to FM. In response to our 1960 supplement, we've been deluged with messages of praise and, more concretely, requests for many, many more supplements than we had printed. To say interest in FM is at a high level is no exaggeration.

AN EXISTING NEED

Therefore, our new *FM-only* magazine has been born of real need! The mounting interest in today's FM—plus our own faith in the medium—will sustain us in our efforts to emphasize radio . . . all of radio . . . AM and FM!

. . . U.S. FM, the industry's new monthly publication, will contain articles and departments covering in depth the field of FM Broadcasting

LOOK FOR:

Fore Most

FM radio's business barometer . . . status of FM at the moment . . . the industry's vital statistics .

How FM Produces Sales

Analyses of how FM is being used by major national and regional firms to help solve marketing and sales problems.

Remodeling Primer

Review of the basic considerations to be investigated before undertaking a major remodeling job in terms of equipment and budget.

What Lies Ahead for FM?

Problems FM faces in gaining a greater share of national ad expenditures and what FM broadcasters are doing to meet these problems.

Audience Builders

Report on what FM receiver manufacturers are doing to keep the sale of FM and AM-FM units rising.

FM station key

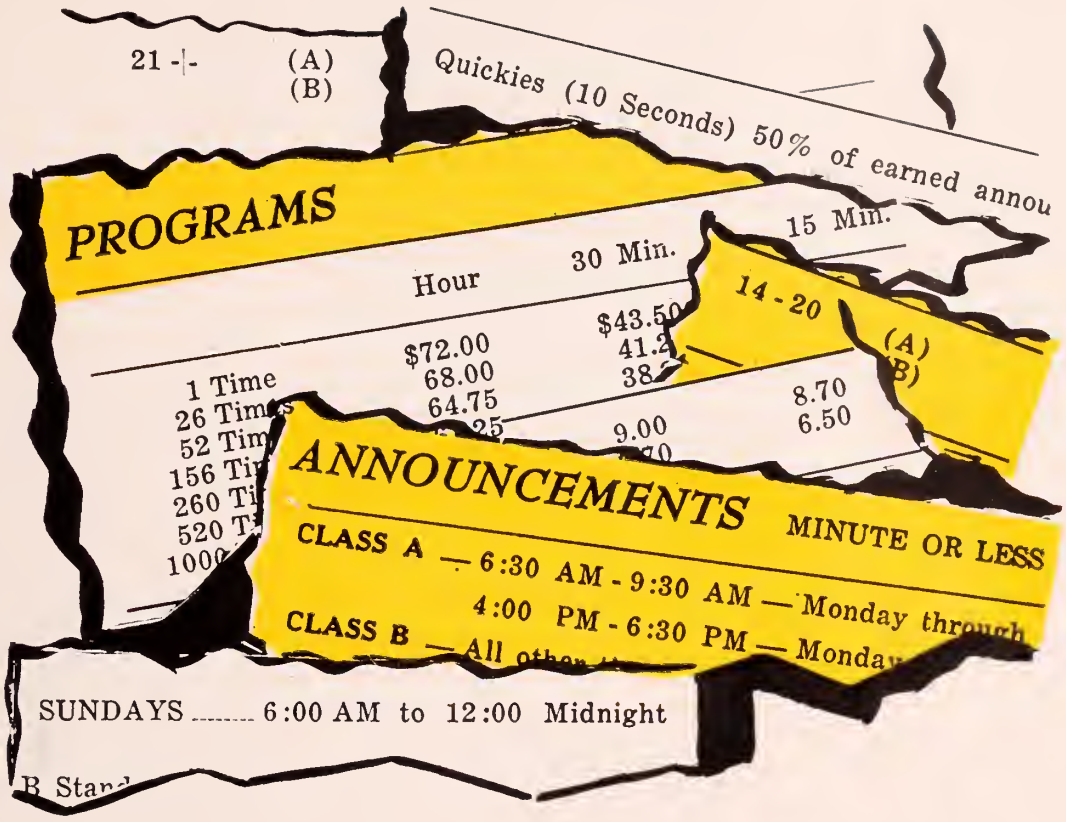
Up-to-date listing of FM stations by market . . . complete with national representative, counties covered, power, programming, set count and market penetration.

Favorable Mentions

Capsules of local FM success stories . . . station activity and news.

"The history of radio and of the broadcasters who have had faith in it is one of the great success stories of our time . . . And from this basic vitality has stemmed the phenomenal rise of U. S. RADIO as the industry's All-Radio magazine . . . Now, just short of three years since its founding, U. S. RADIO expands to cover even more thoroughly the whole field of radio — with the specialization that has made U. S. RADIO dominant . . . U. S. FM will be dedicated to the FM industry — its broadcasters, its clients, its suppliers . . . it will strive to bring into focus the many, many facts about FM that heretofore have been so widely scattered and overlooked . . . It is with these thoughts in mind that the parent looks at its new offspring with pride."

Arnie Alpert
Publisher



What Can Be Done To Simplify Rate Cards?

Reports from representatives indicate that major steps have already been taken to meet agency criticism of complex cards

Agency executives concerned with the buying of national spot radio have been loudly urging the industry to make its wares easier to buy.

They have pointed to many problems that are being worked on, such as the traffic in mailing announcements, the heavy amount of station-by-station billing and the often clumsy follow-through on availabilities.

But one of the biggest targets of criticism has been the need for more simplified and standardized rate cards.

National representatives and the American Association of Advertising Agencies, too, have been concerned with the problem in an effort to lighten the agency man's task in quickly evaluating the cost and efficiency of multi-market, multi-station buys.

When U. S. RADIO last April carried the exclusive report of the Radio & Television Executives Society's questionnaire survey of agencies, many views of paramount importance came to light. When the agen-

cy executives were asked what recommendations they had to simplify the buying of spot radio, an overwhelming response pointed to the simplification of rate cards and the perhaps utopian desire to make all cards uniform and standardized.

Most agency criticism of rate cards revolves around these elements: Too many time classifications, too many variations on package plans, excessive number of additional charges and the use of the term "rates on request."

Among the features that agencies appear to want included in *all* rate card structures are these: Clear definition of time classifications, frequency and package plans, and having all provisions pertaining to various discounts spelled out clearly and understandably.

In line with this, the radio industry might also add a few of its own desirable qualities, such as devising rate structures to encourage all day use and longer buys.

Illustrating the interest of agencies in the problem, the AAAA has issued a standard form for radio rate cards that was developed by its committee on broadcast media.

It is the intention of the AAAA that the model format "will facilitate the preparation of rate cards by the broadcast media, help assure completeness of wanted information and minimize errors and expedite the announcement of rate and data changes."

11 Sections

The AAAA, which urges broadcasters to adopt the recommended format, arranges the card in 11 sections: (1) Names and titles of key station personnel; (2) representative; (3) mailing instructions and closing times; (4) facilities; (5) commission and cash discount; (6) rate policies; (7) rates for announcements; (8) rates for package plans; (9) rates for participating programs; (10) rates for programs, and (11) general provisions (contract requirements and commercial acceptance, among other things).

All provisions and qualifications of the rate card, the AAAA urges, should be spelled out clearly and conspicuously, such as the hours for the different time classifications and when bills should be made payable.

Representative Drives

The radio industry, as seen through the offices of the national representatives, has been making efforts of its own to simplify presentation of station rate cards.

An example of a major effort to eradicate awkward cards is the three-year-old program by Peters, Griffin, Woodward Inc. All but three of its 35 stations are on a similarly-formatted card that arranges the *number of announcements per week* vertically and the *number of weeks* horizontally.

Other representatives, recognizing the difficulty in trying to deal with the individual rate card problems of the many stations they represent, are similarly striving for simplicity and some degree of uniformity.

Edward Petry & Co. has just arranged its station rate cards in a new salesmen's portfolio. Of the 25 stations it represents, about 15 are using a newer, simplified rate card format; many rate card features common to most stations have been standardized for as many stations as possible.

The Katz Agency Inc. has maintained a long-standing effort to simplify its station cards, but cautions that standardization and uniformity are not easily attainable goals for a medium that is characteristically local.

John Blair & Co. revamped and simplified its cards three years ago. The card is built around the concept of saturation weekly packages that start with a minimum of 12 announcements a week.

NBC Spot Sales believes that today's rate cards should make maximum provisions for short-term saturation schedules. The firm also thinks that the concept of fixed position announcements is on its way out.

H-R Representatives Inc. has been recommending a new rate card format for its stations that was devised about a year ago. A basic feature of the card is the Total Audience Plan which encourages use of the whole broadcast day, including nighttime.

Adam Young Inc. has been using a simplified card for its stations for about three years. The card emphasizes high frequency weekly schedules. A feature of the plan is designed to bring about greater use of daytime hours.

The seven-owned stations of CBS, represented by CBS Radio Spot Sales, have been using a simplified format that was put into use in December 1957. The card has standardized the time brackets. There are three sections—station time; fixed position and run-of-schedule announcements and participations, and special features.

The special rate card committee of PGW that was set up three years ago was concerned with both the rates themselves and the rate card format. The upshot of the study, as explained by Robert Teter, vice president for radio, was the determination that "the essential two qualities of a card were the number of announcements per week and the number of weeks per year."

The new card was arranged using these two coordinates as the basis. All discounts and package plans are figured into this structure.

"The objective of the change," states Mr. Teter, "was to simplify the structure of the rate card as a service to agencies. It was one way of making radio easier to buy. There are also certain subsidiary advantages of the new card.

Better Sales Tool

"It is a better sales tool for a station and representative. Consequently, a salesman can spend more time discussing—and the agency more time evaluating—the qualitative aspects of a station."

As Mr. Teter sees it, the chief abuses of the "older" card are the endless package plans, the confusing frequency discounts and the incomplete cards that all too often use the term "rates on request."

The PGW rate card committee is

composed of Jack Thompson, Bob Somerville, Don Frost and Mr. Teter. It is constantly re-evaluating the cards of the PGW stations, recognizing that no answer is the final answer and that situations are constantly changing.

Just recently, the committee standardized the continuing discount terminology for all rate cards. In addition, the last two categories in the number of weeks discount were formerly broken down as follows: 26 to 38 weeks and 39 to 52 weeks. The committee felt there was too big a gap between 39 and 52 and that this did not give an advertiser a large enough incentive to come in for 52 weeks.

The categories were changed to this: 26 to 51 weeks and 52 weeks. This provides the maximum incentive for a year-around advertiser.

'Not in a Vacuum'

The Katz Agency Inc. continually screens its station rate cards in an effort to simplify the structure and format as much as is possible. Dan Denenholz, vice-president for research and promotion, declares, however, that although simplification and standardization are ideals always being aimed at, there are localized situations and problems which are responsible for necessary variations.

"Rate cards are not created in a vacuum," he states. "They are formed within the context of specific situations."

Among the rate card features in which Mr. Denenholz observes a trend towards standardization are the listing of announcement rates ahead of programs and the consolidation of time brackets into three classifications (traffic times, daytime and nighttime).

He suggests there are four major considerations that determine the individuality of station rate cards. The first is the competitive position of a station where the rate structure must meet the competition. Secondly, where there is one card for both local and national advertisers, some rates, though available to the national advertiser, may be designed primarily to accommodate the local advertiser.

Thirdly, there is the matter of programming, which bears on such things as the definition of time brackets and special feature rates. And fourthly, Mr. Denenholz points to management philosophy, which involves such important considerations as the balance to be achieved between local, regional and national accounts.



THE INTEREST OF AGENCIES in radio rate cards has been growing. Here, William Esty Co. media buyers Hal Simpson (l.) and Jack Fennell meet with the radio rate card committee of Peters, Griffin, Woodward Inc., New York. Committee members are (l. to r.): Robert Teter, vice president-director of radio; Don Frost; Jack Thompson, vice president-radio sales manager, and Robert Somerville. All but three of PGW's 35 stations are using a similar card.

Mr. Denenholz cautions that the theory of the complexity of rate cards inhibiting radio's ability to obtain more business may be an oversimplification. "We must remember that the beauty of spot radio is the ability to capitalize on the wide range of localized differences. This diversity in markets, stations and localized situations underlies the seeming variations in rate card structures and policies. The rates themselves are more important than the rate card."

Edward Petry & Co., mindful of the differences in station situations, has made a recent push to simplify its station cards to as great an extent as possible.

It recently put together a new rate card looseleaf portfolio for its salesmen containing simplified and standardized versions of cards wherever possible. As mentioned earlier, about 15 of the firm's 25 stations are using a newer type card in which fixed announcements are listed first, announcement plans (Impact Plans) are second and programming rates are third.

The efforts of the Petry organization, according to William Steese, promotion manager, are aimed at simplifying the appearance of the card, standardizing and clarifying the terminology wherever possible and offering an incentive for an advertiser "to run longer and bigger."

The latter point is of paramount importance, declares Mr. Steese. "Under the old-type frequency discount cards, there was no consideration for longevity; no incentive for staying."

The newer cards have two coordinates: The number of announcements per week are arranged vertically and the number of weeks per year are grouped horizontally. The weekly cost and the unit cost are also mentioned. Under the Impact Plan, an advertiser's schedule is rotated. Under a class AA buy, for example, announcements are rotated from 6-9 a.m. to 4-7 p.m.

The Petry station card also is designed to provide maximum encouragement for consecutive week buying. For example, an advertiser who is on for four weeks, out for one and comes back for another four will earn an eight-week discount for the last four weeks.

(Cont'd on p. 46)

BULOVA

PROBLEM: How to reach a mass audience with heavy impact, but only at certain specified times of the year. ANSWER: Radio.

John Hancock

PROBLEM: How to reach a mass male audience in the medium and low income group, but in specific markets. ANSWER: Radio.

NABISCO

PROBLEM: How to establish brand image for new product, reach mass female audience, reach Negro market. ANSWER: Radio.

Three Problems and One Answer—Radio

McCann-Erickson finds that sound medium provides the solution for three clients faced with different marketing objectives



"I want to reach a mass audience with heavy impact, but only at certain specified times of the year."

"I want to reach a mass male audience in the medium and low income group in specific markets and be able to get copy points across that this group probably wouldn't take the trouble to read in print."

"I want to establish a brand image for a fairly new product, reach a mass female market and also direct our efforts to the Negro market."

Basically, these are the problems that were confronting McCann-Erickson Advertising (U.S.A.) and three of its accounts. None of the problems were the same, none of the products involved were the same. However, the solution arrived at by advertiser and agency in each case was the same—radio. Two of the advertisers had never used the medium before, and the other had been off the airwaves for over a decade.

It is still a very significant fact that radio has flexibility. This applies to programming, frequency, copy approach, selection of markets, coordination with other media and others. And this is what made it possible for McCann to recommend the sound medium for each of the three situations outlined above.

Variety of Uses

The following is a detailed report on why and how McCann-Erickson and its clients—the Bulova Watch Co., the John Hancock Mutual Life Insurance Co. and the National Biscuit Co.—are using radio:

• On April 1 of this year, after 11 years off the soundwaves, the Bulova Watch Co. returned to a spot radio schedule in 25 markets, reminiscent of the B-U-L-O-V-A time announcements introduced to radio in the 1920's. Tad Jeffery, vice president of advertising for Bulova, says, "Radio spot announcements enable the company to concentrate its advertising messages around major gift-giving occasions — in conjunction with print advertising during these periods."

• In May, the John Hancock Mutual Life Insurance Co., traditionally a print advertiser, began a test radio campaign in its three largest markets. In June, the radio schedule was extended to include an additional 10 of the company's top markets in a drive that will extend through the fall. "Radio permits us to determine exactly how much advertising effort we wish to put into each market," explains Leavitt Howard, Hancock's director of advertising.

• The National Biscuit Co., which introduced its Milbrook bread to the Northeast last fall, put its summer advertising investment for the new product into radio. "We, of course, use other media in summer," says D. P. Moss, assistant sales manager of Nabisco's bread division, "but we use radio as a prime medium." The Milbrook campaign began June 27.

Independent Decisions

"The decision to use radio for these accounts was made independently in each case," says William Fricke, associate media director of McCann-Erickson Advertising (U.S.A.), who supervises Bulova, John Hancock and Nabisco media strategy. "Each of the three have different marketing problems, different selling points and different goals. Our choice of radio for these accounts this year was a considered judgment, based on the specific needs of each of the clients.

"For Bulova, radio means, among other things, the ability to saturate 25 markets across the country within a limited budget, at specific periods during the year. The main advantage of radio to John Hancock is its local nature, which enables the company to put its advertising exactly where it is needed. And Milbrook is looking for summer radio, with its increased level of listening during housewife hours."

Bulova is aiming for the mass market, Mr. Fricke explains. Since the greatest number of watch sales are made at those times of the year which are considered gift-giving occasions, such as Christmas, graduation, Mother's Day and Father's Day, the company wanted advertising which would provide the greatest impact at those times.

From 1926 until 1949, the Bulova time signal served the company well, especially during the growth period of the 1930's, according to Mr. Jeffery. "Eleven years ago, we moved into spot television. At present, however, Bulova finds the tight market a difficult one in which to obtain the type of television selling needed for high quality jeweled watches and other products."

Mr. Fricke explains that "although we had not used the time signal in 11 years, we found that people remembered Bulova by the signal and, in fact, that many of them thought it was still on the air. The relationship between the time signals and Bulova is a natural one, and one which had been established over a long period of time in radio's earlier years. To take advantage of this situation, we decided to go back into radio this spring."

Bill Frame, print/broadcast media supervisor at McCann-Erickson, explains what Bulova wanted. "We were interested in reaching as many people as possible as often as possible. For this purpose, we scheduled 10-second ID's on a six-day basis with heavy emphasis on morning and evening traffic hours. These have now reached a total of up to 50 announcements per week in many markets."

Remaining In Radio

The spring campaign ended June 30. Mr. Fricke points out that since media, like other phases of advertising, cannot be reduced to an exact science, it is a difficult task to determine exactly how effective the advertising has been. However, a 12-week radio drive, similar to the spring campaign, is now scheduled for the fall and, according to Mr. Jeffery, "the company plans to remain in radio at least through the end of fiscal 1960—late March."

To insure the most efficient schedule, the agency in mid-March interviewed representatives from all markets involved, according to timebuyer Phil Stumbo. "In order to facilitate the purchase of time, we prepared individual forms, with information on the time and length of the campaign, frequencies we were considering and requests for availabilities and costs. These were sent to about 50 firms representing about 250 stations. With the forms went a letter explaining what we were

looking for. The representatives, in turn, sent them on to the stations where they were filled out and returned.

"We then set up appointments for the representatives to meet with us concerning each market in which they had a station. We found that as a result of this procedure, we were well informed on what the stations had to say, and the representatives were satisfied that they had had the chance to give us all the information they felt necessary.

"We were quite satisfied with the results," Mr. Stumbo continues. "And since then, one of the agency's other big radio advertisers has begun to use similar forms to obtain timebuying information."



McCANN-ERICKSON MEDIA team works out strategy for clients' use of radio. William Fricke, associate media director (center), discusses plans of Nabisco, Bulova and John Hancock with timebuyers Phil Stumbo (l.) and Joe Kilian.

In search for solutions to the requirements of its insurance company account, McCann-Erickson uncovered additional data that pointed to radio for the answers.

"The John Hancock account involved different considerations," says Mr. Fricke. "Here was an advertiser seeking out middle and low income groups. With its advertising media closely geared to sales, the company wants to be able to enter a specific market as strongly as it feels necessary to build up the market's potential. For example, the company has recently opened an office on the West Coast and wants to build up its prestige in that area at a cost in proportion to its budget."

In confirmation, Mr. Howard states, "We feel that it is important for us to be able to turn on or shut off the flow of promotional dollars whenever and wherever we want."

The insurance firm's magazine advertising gives it broad coverage and national prestige, Mr. Fricke explains. "To correct the balance between the coverage given by magazines and the potential in each market, however, the company was looking for additional efforts in key areas."

A second factor was the composition of the radio audience. "Since men do most of the buying when it comes to insurance, they are the main target of Hancock's advertising," Mr. Fricke says. "Radio was considered because it can provide the mass men's audience at specific times of the day, such as during traffic hours."

Another consideration, he adds, is that radio provides a receptive audience. While the image is important, there are specific selling points that the company wants to stress. Potential customers are not likely to read many of the important details. The sound medium, on the other hand, provides a means of reaching an audience with the company's entire sales message.

For these reasons, the insurance firm decided to test spot radio in a few cities last May. "I received orders to buy radio time in the company's three largest markets," says Mr. Stumbo. "These are Los Angeles, San Francisco and Chicago. I bought a 26-week schedule in those cities with emphasis on traffic time and on public service programs, at frequencies of 10 to 12 a week."

One of the reactions came from the helicopter traffic reports scheduled in the Chicago area. There, says Mr. Stumbo, several Hancock agents commented on the advantages of the programming. And, in a gesture which serves to point up the prestige image which can be achieved in the sound medium, the firm received a note of thanks from the governor of Illinois:

"You and your firm are to be heartily commended for taking the lead in such an excellent public service program," said Governor William Stratton. "It is heartening indeed to know that a respected firm like John Hancock is so solidly behind our efforts to save lives."

Radio In Top Markets

The company has since decided to support its top 13 market areas with radio. In all, the radio schedule will continue for 26 weeks. It will pick up again in the fall after a summer break. "Again, it is difficult to measure results precisely," Mr. Fricke says, "but it can be said that spot radio is for now an integral part of Hancock's over-all advertising effort. The medium's selectivity, in conjunction with its economy, may be cited among the important factors that brought the company to the soundwaves."

Coming up with the ingredients to be used in its advertising and marketing recipe for Nabisco, McCann made use of generous portions of radio.

The virtues of summer radio (see

The Hot Sound of Summer Selling, June 1960) were cited by Nabisco in explaining why it decided on a warm weather campaign. Says Mr. Moss, "We are using radio this summer because we believe listening increases considerably in that period. This is because of an increase in outdoor activities, backyard entertaining and traveling."

The bread had been marketed previous to last fall under varying names, but was then reintroduced as Milbrook by a television campaign. "The Milbrook name was not well known at the time," Mr. Fricke explains. "Our main task was to build the brand image. This we did through a humorous character, 'Maestro Milbrook,' who could form a strong identification with the product. Both the visual and aural characteristics of Maestro Milbrook were developed through television since we created both the visual cartoon and an identifying musical theme.

"For the summer campaign, we were able to carry through with the theme by sound alone. I believe that such research evidence as the Sindlinger reports, which have consistently shown high radio listening during the summer months, have been able to establish a pattern for summer radio which justifies its use as a prime medium for Milbrook."

Aiming For Housewife

Milbrook, in aiming for the housewife, relies on local female personalities and some news and weather reports, according to Mr. Stumbo. He points out that most of Milbrook's markets are in the Northeast, though some do extend to such places as Ohio and Texas. About 12 announcements, all minutes, are being used by the company from 9 a.m. to 5 p.m., Monday through Friday. A token weekend schedule, consisting of two spots on Saturday and one on Sunday, is intended to reach housewives who work during the week.

The bread is also on a 52-week schedule on Negro stations in four cities. These are Birmingham, Ala., Houston, Pittsburgh and Cleveland. "We have found that Negro personalities can exert a strong influence over a large and loyal following," Mr. Stumbo says. "In the Milbrook markets where Negroes represent more than 10 percent of the population, we will use radio right through the year." (See *Negro Radio*, U. S., RADIO, December 1959.)

"We have had each of these three accounts for several years," Mr. Fricke says. "As an agency, we are continually trying to recommend the best combination of media, or single medium, for all our accounts. As marketing and advertising conditions change, we try new media approaches to fit new situations.

"Radio played an important role in the advertising of Bulova, John Hancock and Milbrook for the first time this year (in the case of Bulova, after an 11 year hiatus). While the importance of radio in the lives of people today is an established fact, Mr. Fricke continues, "the need to support the radio story still exists. Suggest a radio expenditure and the client's first reaction is 'why?' At present, we need more facts to justify outlays for radio. As more research in all phases of the radio industry is undertaken, it will be easier for such agencies as McCann to recommend radio where we think it will do the most good." • • •

_____

_____ (Watts) _____

SCHEDULE:
TOTAL 25 WEEKS: 1st 13 WEEKS: FRIDAY, April 1 through THURSDAY, June 30
Last 12 WEEKS:Fall, 1960
10-SECOND I.D.'S / MONDAY through SATURDAY / 6 AM-7 PM / 60% in PRIME TIME

COSTS:

# OF I.D.'S WKLY.	TOTAL FREQ.	TIME PERIODS	COSTS (Based on 25 Weeks) PER 10-SEC. I.D.	PER WEEK
25	(625x)	Prime - 15	$_____	$_____
		Non-Prime - 10	$_____	$_____
30	(750x)	Prime - 18	$_____	$_____
		Non-Prime - 12	$_____	$_____
35	(875x)	Prime - 21	$_____	$_____
		Non-Prime - 14	$_____	$_____

AVAILABILITIES: (MONDAY-SATURDAY / 6 AM-7 PM ONLY)

DAYS	TIME	PRECEDING ADJACENCY	FOLLOWING ADJACENCY	PULSE RATING	TIME CLASSIFICATION

NEW FORMS for compiling radio availabilities and costs were sent to representatives by agency, filled in and returned by stations. When McCann-Erickson started to buy Bulova spots, timebuyers had best information for selection. Forms proved so useful that others now use them.

AUSTRALIAN AND MEXICAN BROADCASTERS



TURNING TO TECHNIQUES STAMPED . . .

'Made in U.S.A.'

Faced with rapidly expanding economies, populations and competition, Mexican and Australian radio sets dynamic pace

One of the major developments of recent years has been the widespread expansion of American firms into foreign markets. Today, thousands of organizations, either through subsidiaries, branches, offices and others, are selling their wares in almost all of the market places in the free world. As a direct result of this surge in international selling, another product definitely carrying a "Made In the U. S. A." label is finding great acceptance—advertising and marketing techniques.

Branches of important American advertising agencies are now found in key foreign markets. In addition, "native" agencies have shaped themselves in the image of their U. S. counterparts. As a consequence, advertising media have been undergoing some interesting changes. The following is a report on what radio is like in two different parts of our shrinking globe.

AUSTRALIA

Australians have long demonstrated their affinity for American products and the American way of doing things. With a population of about 10 million (comparable to the New York City metropolitan area), Australia enjoys one of the highest standards of living in the world. It is estimated that over half the population resides in urban centers, resulting in concentrated marketing areas.

Currently, there are over 160 radio stations in operation. Of this total, over 100 are commercial operations with the remainder being government operated national stations. The majority of the commercial outlets belong to or are affiliated with a network. Australia has two national networks, two interstate and six regional. According to the Australian Broadcasting and Television Year Book, the MacQuarie Broadcasting Service, Sydney, is the largest network with over 60 member stations. It is interesting to note that this network is a cooperative with each member station also being a shareholder.

Following the British practice, listeners must purchase radio set licenses from the Australian Broadcasting Commission. There are approximately 2.2 million licensed receivers in operation, according to the Australian News and Information Bureau. It has been estimated that commercial stations reach over 90 percent of the potential audience.

With tv making fast progress, the commercial radio station operators are finding themselves in an increasingly competitive situation for the advertising dollar. This competition, plus having to woo its listening audience against the background of government - owned stations, has many radio people closely studying American broadcasting methods.

Ad Expenditures

The amount of money spent on advertising in Australia has been mounting steadily. It has been estimated that total ad expenditures for all media in the country is now well over $250 million yearly. This is an impressive total on two counts—the small size of the population and the fact that there are said to be only about a dozen nations spending over $100 million a year for advertising.

Breaking down the money spent for advertising, it has been estimated that print media accounts for approximately 50 percent of the total, radio earns about 15 percent and television close to eight percent. However, tv is making fast strides and is probably now getting at least the same share of the advertising dollar as the sound medium.

Radio commercials are subject to censorship by the Australian gov-

ernment. A bulletin from the Australian News Bureau states "Dramatized testimonials are forbidden. . . . False or anonymous testimonials, comments upon the products of other advertisers, the advertising of matter barred from the mails, speculative finance and grossly exaggerated statements are also prohibited.

"Rules for Sunday advertising lay down that not more than two advertising announcements shall be permissible in any 15 minutes, and that not more than 150 words of advertising matter may be used in that time. Statements about liquor and certain patent medicines may not be made on Sundays."

The number of words in a commercial are also controlled. For example, a 60-second spot can have a maximum of 140 words; a 25-second message is limited to 50 words, and a 15-second spot to 25 words.

Turning to programming, the News Bureau bulletin points out that "A very large portion of the material broadcast by the commercial stations is recorded. As a general rule, the material is of a light nature, with dance music predominating; in the dramatic field, the radio serial takes up most of the time. Children's programs are expected to be compiled with meticulous care and must encourage correct speech, respect for law and order and fair play. Standards are laid down for children's plays and many things are distinctly prohibited, such as torture, horror, the supernatural and profanity."

Station Profile

An Australian station which has quite frankly patterned itself along American standards is 2SM in Sydney. The station has been on the air since 1931, and operates on 5,000 watts—the maximum power permissible in Australia for a commercial station. Its facilities include three studios.

In describing its market, the station points out that Sydney has a population of 2,054,800. "As an indication of its market size," a station presentation states, "last year there were over $2.68 billion spent in the State of New South Wales on the sale of retail goods."

Media in Sydney include two government radio stations, six competitive commercial stations, one government owned tv station, two commercial tv outlets, two morning and two afternoon newspapers and 25 miscellaneous types of magazines. The station presentation also says "In Sydney there are 87 accredited radio advertising agencies."

Programming Policy

Describing its programming policy, the 2SM presentation reports: "Of the six commercial stations in Sydney, four operate on a popular music programming policy, one has feature programs and the other has a combination of music and features.

"2SM's policy is basically one of music, news, weather, sport and public service, banded together into what we call M7 Family Formula Programming. Each half-hour segment of musical programming, throughout the day, is broken up into categories . . . designed to give all age groups a record they will enjoy every few minutes. . . . The music is backed up by a comprehensive news policy, incorporating hourly news. 2SM also broadcasts all major sporting events in the city, with the exception of horse racing, and devotes a considerable amount of free time for announcements and interviews on matters of a public service nature."

In describing its sales policy, 2SM says its main selling point is the delivery of "specialized audiences combined with hard-hitting personalities." In addition to the home audience, the station states that it directs its efforts to:

"The beach audience—Sydney has 34 major beaches and a half million people visit them every weekend.

"The factory audience—There are 326,125 people working in Sydney factories.

"The motoring audience—There are approximately 400,000 cars on the road in Sydney. Each afternoon, 2SM has a special two-and-one-half hour program devoted to car radio listeners."

Prospects for the future of radio, as it is for all media in Australia, appear to be extremely bright as the country continues to develop and expand. A study of the international market recently released by McCann-Erickson states "By 1970, its (Australia's) level of output should approach $16 billion, an increase of approximately 40 percent. The population growth rate of Australia will increase by about 25 percent in 1970—a rate faster than that indicated for the U. S."

MEXICO

Currently estimated to be spending over $100 million a year for advertising, Mexico is a vibrant, growing market—and one in which radio is the number one advertising medium. In the previously mentioned McCann-Erickson study, it was reported that "Mexico will show one of the steepest growth rates of any economy in the free world. Its population over the next 10 years will rise from 33 million to 45 million. . . . National output will more than double, expanding from over $10 billion to over $22 billion."

It is estimated that there are over five million radio sets in use, with approximately 40 percent of that total being concentrated in the federal district which includes Mexico City. By comparison, there are said to be approximately 500,000 television sets in operation, with the vast majority of them being found in the Mexico City federal district. It is generally agreed that the Mexico City market accounts for 40 percent of all retail sales in the country, and therefore has the greatest concentration of media.

According to a recent issue of *Medios Publicitarios Mexicanos,* a subsidiary of Standard Rate & Data Service, there are some 29 radio stations in the Mexico City federal district. There are four networks in Mexico, but only one is connected

AUSTRALIAN RADIO FACTS

- *Over 100 commercial stations now on the air*
- *Maximum commercial station power 5,000 watts*
- *Approximately 2.2 million receivers in use*
- *Commercial radio reaches 90% of potential audience*
- *Radio accounts for about 15% of all ad expenditures*
- *Some stations switching to "formula" broadcasting*

MEXICAN RADIO FACTS

- *Radio is dominant advertising medium*
- *Radio accounts for about 40% of all ad expenditures*
- *Soaps, beers, cigarettes largest radio advertisers*
- *Prime evening hours usually completely sold out*
- *Spot announcements purchased by number of words*
- *Audience ratings are fairly constant throughout day*

by telephone wires and, therefore, able to simulcast. The other networks use tape. There are no coverage limits imposed on stations. As a result, it is possible to have a situation in which one station blankets almost the entire country. This is true of XEW, a 250,000 watt station. Another Mexico City station, XEQ, is a 150,000 watt operation.

Dominant Ad Medium

There are no representatives in Mexico, with all time being purchased directly by the advertising agency or advertiser. With no important competition from print or tv, radio finds itself in the position where the 7 p.m. to 9 p.m. period is completely sold out, with additional advertisers waiting for a chance to get into the schedule. The Noble Advertising Co., a "native" agency billing close to $5 million a year in the Mexico City market, reports that 40 percent of these billings are in radio.

The bulk of the radio advertisers are subsidiaries of American firms. And following the U. S. pattern, the largest radio users are in soaps, beers and cigarettes. Some of the "blue chip" radio users in the Noble agency include Kimberly-Clark of Mexico, Du Pont, Minnesota Mining and Manufacturing of Mexico, Pan American Standard Brands, Procter & Gamble of Mexico, the Mennen Co., U. S. Rubber Mexicana. The agency reports it is currently producing 74 radio programs a week.

Most of the radio commercials fall into the spot category. However, the agency buys these announcements by the word. Under the Mexican system, the advertiser is allowed five seconds for 10 words, 10 seconds for 25 words, 30 seconds for 50 words. It is also interesting to note that there are no published local rates and there are no frequency discounts.

Advertising Copy

The government does put restrictions on advertising copy. For example, it is not permissible to present competitive drug ads. All products which come under the jurisdiction of the Board of Health, including such things as toothpaste, are subject to advertising copy censorship.

On the programming side, there is a wide variety appealing to all tastes. There is, for example, a station in Mexico City which broadcasts nothing but time signals and spot announcements. There is a station which programs exclusively for women. Quiz shows, rock and roll, soap operas and sports rank among the most popular types of programming fare.

Although the government does not specify how much air time is devoted to it, each station must carry some public service programming. As part of this obligation, every station in Mexico broadcasts *The National Hour* every Sunday. This is a 90-minute variety show produced by the government.

Audience Ratings

The radio audience appears to be fairly constant. A recent research bulletin issued by the International Research Assoc., Mexico City, offered the following figures for ratings in the Mexico City federal district. The audience in the morning, from 9 a.m. to 1 p.m., was 32.4 percent; from 4 p.m. to 7 p.m., 28.3 percent, and in the evening, from 7 p.m. to 10 p.m., 26.5 percent. It should be noted that the hours from 1 p.m. to 4 p.m. have been omitted. This is the traditional "siesta" time in Mexico. • • •

Network Audience

Today's radio network is facing a new challenge—that of helping its affiliates build local audience and acceptance.

In the current scheme of things, the network serves the station rather than the set-up of a decade ago when the station was considered as only the outlet for the national operation.

The networks express this view in varying ways. CBS Radio says "all business is intrinsically local and so are the audiences." NBC Radio declares that the radio network of today "has complete local orientation." ABC Radio states, "We know radio's future is local." MBS candidly avows that it is a "service to independent stations."

In accord with such thinking, network audience and program promotion has stressed the link between the national programming and the local station.

In addition, the networks have become more mindful of the competition for listening attention and are using fresh techniques in on-air promotion.

A review of some of the things that are being done follows:

- CBS Radio has turned to the use of jingles for the first time since 1957. A survey of the national networks shows that this is the only outfit currently using its own jingles, which bear a high cost for a network.
- NBC Radio has been using the interview technique in its program promotion, opposed to the straight announcement variety. Some of the promotional spots run as long as two minutes.
- ABC Radio has been using straight announcement copy to promote its shows and expects by the fall to be adding musical backgrounds and sound effects to the promotion spots.
- MBS makes exclusive use of 20-second and 30-second promotion spots to promote its news and news background programs.

'Comfortable Familiarity'

CBS Radio turned to the use of jingles for play by its local affiliates in an effort to attract the attention of listeners. "When it was decided that we would try jingles," states Art Hecht, network promotions director, "there were several things we were looking for. The melody and the attack needed freshness and topical appeal. A sense of comfortable familiarity had to be combined with an original, catchy tune."

The network assigned the job of producing the series of spots to jingle-makers Joan Edwards and Lyn Duddy.

Keyed to the timeliness of the political fever, one spot used the pear-shaped tones of a grassroots politician who, accompanied by a march tempo, said in part: "Mah friends! This is the year to cast your vote for CBS. CBS Radio. What is the platform gonna be at CBS? Biggest shows—biggest stars. All the best in radio. . . ."

Another jingle capitalizes on the upsurge in car listening during the summer and early fall months. Still other jingles, each with its own tempo and lyric idea, feature CBS Radio personalities Arthur Godfrey, Bing Crosby and Garry Moore. There's also a female blues solo in the "Sentimental Journey" tradition with an opening line that sets the mood—"Easy listenin'."

In addition, the series of jingles includes a cha-cha-cha and a humorous boy-girl duet based on the Edwards-Dudy song, "Darn It, Baby."

Each jingle runs less than 60 seconds so that it can be used on musical programs between chatter and for station breaks. A special feature of the jingles is that the discs contain blank spots in which a station can insert copy for local shows.

Affiliate response, according to Mr. Hecht, has been extremely enthusiastic. As a result, present plans call for the production of a new set of jingles for every season. It is felt that the initial set will be appropriate through November.

Promotion Goes Local

Four national networks gear on-air and audience promotion to create strong interest at the local level; station tie-ins are urged

Stations have indicated their approval of the jingles, states Mr. Hecht, on two counts: They are stimulating audience interest in their programming and it saves them the cost of producing similar jingles of their own.

A 13-piece orchestra and nine choir voices were used to create the initial series.

Two-Minute Interviews

George Graham Jr., vice president and general manager, NBC Radio, states that instead of announcements, the network has been featuring the interview technique in its program promotion. These spots run as long as two minutes in length.

"We decided that because the listener is subjected to a constant outpouring of information, news and commercials, our promotion spots had to offer something that would capture the audience's attention," he remarks.

An example of how the interview technique works occurred the weekend before the Democratic convention in Los Angeles. A series of 30 spots featuring interviews by Perle Mesta, Washington hostess, with convention dignitaries and personalities were played on the network. Each interview dealt with convention problems and sidelights: the "promo" came at the end of each



THE JINGLE-MAKING team of Joan Edwards and Lyn Duddy created the series of audience promotion jingles that CBS Radio has sent to affiliates. There is a break in each jingle to allow for local copy. Stations have responded enthusiastically.

chat, featuring an appeal that listeners stay tuned to the particular station for NBC Radio convention coverage.

Similar spots are used to promote the three main ingredients of the network's programming — *News-on-the-Hour, Emphasis* and *Monitor*.

At the time promotion spots are "cut," some are made for network use and some for station play. For example, when Morgan Beatty is featured in a promotion spot for news programming, two are made for network use and one for the affiliates.

It is interesting to note that the Beatty news "promos" for stations are done in the form of an interview. An affiliate's news director can use the spot in such a way that it appears he is chatting with the national commentator. In most cases, these spots clearly make the point that this is the place on the dial for good *national* and *local* news coverage.

A similar way in which NBC Radio promotes its news operations, according to Mr. Graham, is through its overseas correspondents. Its newsman in Rome, for example, may jocularly talk about the many hometown requests he has received for Olympic tickets. At the end of the chat, it is pointed out that this report is by one of the many overseas reporters of the network.

NBC Radio also uses promotion spots of varying lengths (10's, 30's and 60's, in addition to the two-minute variety). During the first quarter of 1960, the network also used jingles.

Another key part of NBC Radio's effort to tie-in local promotions with the national network theme, "The Sound of the Sixties," was the affiliate contest held the earlier part of this year (January 4 through February 12).

A total of 12 prizes were awarded to station promotions relating local news, sports and entertainment to the network programming carried on affiliated stations. The stations were grouped into four categories of competition based on the size of the market.

The first prize was an RCA Home Entertainment Center consisting of a 24-inch tv-am-fm set and stereo hi-fi phonograph.

More Spice in Fall

ABC Radio up to now has been using mostly straight copy for its show promotion. Its on-air spots are of varied lengths (10's, 20's, 30's, 40's, 50's and 55's).

The copy promotes the network's news operation as well as such programs as the *Breakfast Club* and the *Eydie Gorme Show*.

In the fall, ABC Radio expects to add spice to its on-air promotion through the use of musical backgrounds and sound effects.

The network also uses the device of talent spots. Personalities will present a spot via closed-circuit. The affiliates tape it and play it at appropriate times.

In addition, the network in the fall will present a series of on-air spots which will feature favorite dishes and recipes of ABC Radio personalities.

Another series will promote radio's future on the air, covering such things as the medium's portability and utility.

An integral part of ABC Radio's audience building campaign are promotions for its affiliates. The recent Patterson-Johansson fight was heavily supported by local contests and gimmicks, as well as on-air spots and merchandising posters. There were many things individual stations did: One outlet had an illuminated marquee with fight copy on it; another sent 1,000 letters to taverns; one affiliate sent formal invitations to local agency executives to listen to the fight; still another idea that some

What They're Doing

The four national networks have been gearing on-air and audience promotion to create strong local interest in national programming. Here's a rundown of what each is doing:

- CBS Radio has created a series of jingles for local station play. Initial reaction from stations has been extremely enthusiastic to the point that the network plans to develop a new series each season.
- NBC Radio has adopted the use of the interview technique in its on-air promotion. Most of the interviews run as long as two minutes. In addition, the network has held a contest for its affiliates to encourage promotions that relate local programming with national fare.
- ABC Radio has been using straight announcement copy for on-air spots, but expects by the fall to add musical backgrounds and sound effects. In addition, the network in the fall will have a series of promotions built around the favorite recipes of its personalities.
- Mutual Broadcasting System has been using 20's and 30's exclusively in its on-air announcements. The promotions feature the network news operation as well as its in-depth programming — *Capital Assignment, World Today* and *Reporter's Roundup*.

stations used was a "knock-out contest," whereby the listener that guessed the winner and the round received a special prize.

One daytime station installed a public address system so that people could listen to the fight either in the studio or outside on the street. It was estimated that about 1,500 people turned out.

Another on-air promotion staged by the network is the summertime, travel-time campaign called "Discover America." ABC Radio is putting on the air a minimum of 20 announcements a week describing places and things of interest to see in the United States. Listeners are asked to write the network for colorful materials on any state they would like to visit. Affiliates are also expected to cooperate.

20's and 30's

The Mutual Broadcasting System has been making use of straight copy announcements to promote its news operation and its in-depth shows, *Capital Assignment, World Today,* and *Reporter's Roundup.*

The spots used are 20's and 30's. In promoting its news operation, the spots exploit wherever possible the situations in which MBS scored a news beat on other media.

The creation of the on-air spots are keyed to the MBS theme that it is a "service to independent stations." Mutual is generally mentioned only once. And there is always a tag line that suggests that "by keeping your set tuned to this dial, you are receiving the best in news and information."

The news operation is further promoted by suggesting such things as "an informed public is a free public."

In their new role as a national communications medium for their affiliates, the networks have adopted a promotion approach that is common to many mass marketers of consumer products—"all business is local." • • •



TIEING IN LOCAL promotions with the NBC Radio theme, "Sound of the Sixties," KELO Sioux Falls, S. D., won first prize in Class Three station competition. The network contest was held the earlier part of 1960 and was designed to relate local programs to national. The stations were grouped into four categories according to market size.



THE PATTERSON-JOHANSSEN fight gave affiliates of ABC Radio an unusual opportunity to exploit national programming locally. One of the station promotions was this WISN Milwaukee marquee. Local contests, gimmicks and on-the-air spots were used.

'Advertiser Area'

The Pulse Inc. is ready to take the "advertiser area" measurement concept out of the workshop and place it on the production line.

The burst of agency enthusiasm over the initial seven studies is holding out the possibility that measuring listening according to an agreed upon area of maximum interest to advertisers may be extended to the top 100 markets.

How fast the project moves, of course, is largely dependent upon station support. It is believed that during the first year of trying to set up this project nationally that at least 20 markets will be surveyed by Pulse using "advertiser area" dimensions. As in the first seven studies, at least one station per market is needed to do a survey.

According to George Sternberg, Pulse service director, agencies will be able to integrate an annual "advertiser area" measurement with the regular monthly metro reports. This combination, it is felt, will do away with the short-changing of radio circulation in relation to newspapers. It will also take into account the significance of population shifts to suburban rings.

Another major advantage that could be gained from yearly "advertiser area" measurements in the top 100 markets is that an annual radio coverage study could be evolved

Here are the agencies that participated in defining the initial seven 'advertiser areas' that were measured by Pulse. The dates under each city indicate when the study was conducted. The "X" shows the specific city or cities in which the agency helped determine the area. The list was compiled by Pulse:

	Pittsburgh 10 59	Tulsa 10 59	Hartford 5 60	Raleigh-Durham 6 60	Des Moines 7 60	Sacramento Stockton 7 60	Allentown Bethlehem-Easton 7 60
Avery, Reel, Holloway & McDonald, Kansas City	X	X					
Ackerman Assoc., Okla. City	X	X	X				
Advertising Agcy., Pittsburgh	X	X					
Adams & Keyes, N. Y.	X	X	X	X	X	X	X
Ralph Allum Co., N. Y.				X	X	X	X
N. W. Ayer, Philadelphia			X	X	X	X	
Allmayer, Fox & Reshkin Inc., Kansas City					X	X	
Aitkin-Kynett, Philadelphia			X				X
N. W. Ayer, Chicago							X
Bruce B. Brewer & Co., Kansas City	X	X			X	X	
Leo Burnett, Chicago	X	X			X	X	X
BBDO, Chicago	X	X				X	
Bevis Assoc., Miami	X	X			X	X	X
Batz, Hodgson, Neuwoehner, St. Louis	X	X			X	X	
Ted Bates & Co., N. Y.	X	X	X		X	X	X
BBDO, Los Angeles	X	X					
Bozell & Jacobs, Omaha	X	X	X				X
Bruce B. Brewer Co., Minn.	X	X					
Ad Busch, Buffalo	X	X					
Gordon Best, Chicago				X			X
BHN Research, St. Louis					X	X	
Clark & Bobertz Inc., Detroit	X	X	X				
Milton Carlson Co., Los Angeles	X	X	X	X	X	X	
Cavanaugh Morris Advtsg., Pittsburgh	X	X					
W. Craig Chambers Inc., Pittsburgh	X	X					
Clair & Meyer Advtsg., Denver	X	X					
Campbell-Ewald, N. Y.				X			
Campbell-Mithun, Minneapolis				X			
Cohen & Aleshire, N. Y.			X				
Compton, Chicago							X
Cunningham & Walsh, Chicago							X

Readied for Top 100

Pulse is ready to survey the top markets using the 'advertiser area' dimensions as the sampling area; station support for the project is needed—many key agencies have voiced approval of initial studies

	Pittsburgh 10/59	Tulsa 10/59	Hartford 5/60	Raleigh-Durham 6/60	Des Moines 7/60	Sacramento Stockton 7/60	Allentown Bethlehem-Easton 7/60
Herschel Z. Deutsch Co. New York	X	X					
Datche Advtsg., St. Louis	X	X					
Dancer, Fitzgerald & Sample, New York			X	X	X	X	
D'Arcy Advertising, St. Louis					X	X	
Dancer, Fitzgerald & Sample, Chicago							X
W. B. Doner & Co., Chicago							X
Elkman Co., Philadelphia	X	X	X				
Tally Embry Co., Miami	X	X					
Wm. Esty Co., New York			X				
French, Shield, Inc., St. Louis	X	X					
Fletcher, Richard, Calkins & Holden, New York	X	X	X	X	X	X	
Fuller, Smith & Ross Inc., San Francisco	X	X	X				
Fuller, Smith & Ross Inc., New York	X	X			X	X	X
Fitzgerald Advertising, New Orleans				X		X	
Foote, Cone & Belding Inc. New York			X				X
Grey Advertising, New York	X	X	X	X	X	X	X
Goodman Organization, Los Angeles	X	X	X				
Goldman & Shoop Inc., Pittsburgh	X	X					
Geyer, Morey, Madden & Ballard, New York			X				
Grant Advertising, Chicago							X
Gray & Roberts, Philadelphia							X
E. M. Halverson Assoc., Denver	X	X		X			
Horan-Daugherty Inc., St. Louis	X	X					
Ed Hunter Co., Denver	X	X					
Hicks & Greist, New York	X	X					
Ralph H. Jones Co., Cinn.	X	X	X	X	X	X	X
Walter L. Johnson Assoc., Kansas City	X	X					
Wm. Kostka & Assoc., Denver	X	X					
King Soopers, Denver	X	X					
Edward S. Kellogg Co., Los Angeles	X	X			X	X	
Keegan Advtsg., Birmingham	X	X	X		X	X	

by compiling all the results.

Agency support for the advertiser area technique, which was developed by Frank Boehm, vice president for research and promotion, Adam Young Inc., is based on several factors:

- Rather than listening studies of various county sizes for the same city, the "advertiser area" represents an agreed upon area of study beyond the metro sample.
- This compromise area is based on advertiser considerations, not station considerations.
- With the regular metro data collected at the same time an "advertiser area" study is taken, ratios can be developed to apply to future metro reports to determine total "advertiser area" listening. This type of formulae would be more valid than formulae based on data that is dated.
- The advertiser area establishes a listening pattern which may be examined for qualitative factors.

It is also speculated that because the technique is advertiser oriented that it may encourage stations to allocate more dollars annually for research.

The favorable reaction from agencies to the first studies produced the following sample expressions:

George J. Burrows, media director, N. W. Ayer & Son Inc.: "We are very much interested in these area

advertiser area

studies because they will give us a truer picture of the penetration of the various stations and the relative importance of each in the market as a whole. Your approach to this radio market question has been very sound and follows the thinking of many advertisers and agencies. We wish that we had this kind of information for all markets—it would make our jobs that much easier."

E. L. Deckinger, vice president, media strategy, Grey Advertising Agency Inc.: "Of course, the fact that 'advertisers' agreed on a certain area for the stations of a market does not necessarily make it right! However, it's probably so close as to be beyond a reasonable argument, at least insofar as a kind of composite merchandisable area is concerned."

John Walsh Jr., media department, D. P. Brother & Co.: "We believe that one of the great needs of the radio industry is more standardization. Therefore, the concept of establishing an accepted standardized area for audience research finds favor with us."

In pursuit of the objective to establish the advertiser area listening measurement in the top 100 markets, Mr. Boehm will be mailing out area maps and questionnaires to advertising agencies across the country. As with the earlier studies, the agencies check the counties of maximum interest to their clients for each market. This material is returned to the Pulse organization which compiles the "compromise" advertiser area for each market.

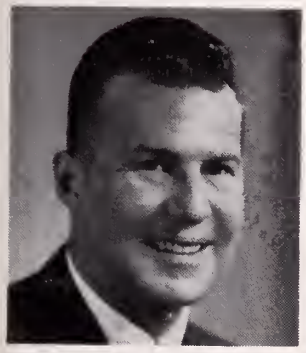
At that point, the project will wait for station support to have Pulse come in and survey listening in the area. In conjunction with the project, Mr. Boehm expects to prepare a guide of the top 100 markets that will contain marketing data on each "advertiser area." The guide is scheduled to be published in September and is expected to show the growing business importance of the suburbs. • • •

	Pittsburgh 10/59	Tulsa 10/59	Hartford 5/60	Raleigh-Durham 6/60	Des Moines 7/60	Sacramento Stockton 7/60	Allentown Bethlehem-Easton 7/60
Henry J. Kaufman & Assoc., Washington, D. C.	X	X	X				X
Kudner Agency, New York	X	X		X	X	X	X
Kenyon & Eckhardt, Chicago	X	X					X
Kamin-Nahas-Blumberg, Houston	X	X					
H. W. Kastor & Sons, Chicago							X
Keyes, Madden & Jones, Chicago							X
Paul Locke Inc., Tulsa	X	X					
Ted Levy, Rich, Lane & Co., Denver	X	X					
Lavenson Bureau of Advtsg., Philadelphia	X	X					
Lennen & Newell, New York	X	X	X	X	X	X	X
Lando Advtsg., Pittsburgh	X	X					
Lesseraux Advtsg., Phila.	X	X			X	X	X
E. J. Lush Inc., New Haven	X	X	X	X	X	X	X
Lynch & Hart Co., St. Louis							X
McCann-Marschalk, Miami	X	X	X				X
Merlo Co., Los Angeles	X	X					
McCann-Erickson, Los Angeles	X	X					
Marcus Advtsg., Cleveland	X	X	X		X	X	
McCann-Marschalk, N. Y.	X	X					X
MacManus, John & Adams, New York	X	X	X	X			X
McCann-Erickson, Chicago	X	X					
J. M. Mathes Inc., New York	X	X					
Brick Muller & Assoc., Memphis				X	X	X	
Norman, Craig & Kummel, New York	X	X	X		X	X	X
Noble-Dury & Assoc., Nashville				X			
Needham, Louis & Brorby, Chicago							X
Olian & Bronner, Chicago	X	X					
Ogilvy, Benson & Mather, New York	X	X					
Pate Organization, Oklahoma City	X	X					
Potts-Woodbury Inc., Kansas City							X
Reach, McClinton & Humphrey, Boston	X	X	X	X			X
Reuter & Bragdon, Pittsburgh	X	X		X			X
Edward Robinson Agency, Philadelphia	X	X					
Reach, McClinton & Co., Minneapolis	X	X					
Harry E. Shubart Co., Denver	X	X					
Strauchen & McKim Advtsg., Cincinnati	X	X					
Ben Sackheim Inc., New York	X	X		X	X	X	X
Sparrow Advtsg., Birmingham	X	X		X	X	X	X
J. M. Straus & Co., Los Angeles	X	X	X	X	X	X	X
Daniel F. Sullivan Co., Boston	X	X	X				
Smith & Armbruster, Pittsburgh	X	X					
Smith, Taylor & Jenkins, Pittsburgh	X	X		X			X
Sullivan, Stauffer, Colwell & Bayles, New York			X				
Tucker Wayne & Co., New Orleans	X	X					
Toni Co., Chicago				X			
Tatham-Laird Inc., Chicago							X
Valentine-Radford Inc., Kansas City				X			
Weightman Inc., Philadelphia	X	X					
Western Advtsg., Chicago	X	X					
Wesley Assoc., New York			X	X	X	X	X
Warwick & Legler Inc., New York			X				
Winfield Advtsg., St. Louis							X
Young & Rubicam, New York	X	X	X	X	X	X	X
Young & Rubicam, Chicago							X

question and answers

THE QUESTION:

How Is Network Radio Bought Today?



Mr. Hoffmann, director of radio, BBDO, *outlines five reasons why he believes network radio is bought today. Broad coverage and immediacy are among the important features. He suggests that although network radio has changed considerably, its future is none the less secure for it.*

WILLIAM HOFFMANN JR.
DIRECTOR OF RADIO,
BBDO INC., NEW YORK:

Most radio network purchases are made today for clients seeking extensive national coverage and low cost frequency.

Some of the things that advertisers look for in a network buy are these:

(1) Largest accumulated total audience and frequency available at a reasonable cost—not necessarily the lowest cost.

(2) Strong affiliated stations in important client markets.

(3) Compatibility of existing programming with the sales message.

(4) Availability of total broadcast day programming to allow strategic commercial placement.

(5) Promotion, merchandising and editorial support.

There are, of course, some exceptions to these guideposts. The benefits of a strong on-air personality will often outweigh cost and frequency considerations.

Another point to be considered in the buying of network radio is that the total "spread" can be increased by using more than one network. However, frequency is then sacrificed, as well as merchandising and promotional support by an individual network in most cases.

CBS Radio alone of the four national radio networks is basically built on the old block programming technique, whereas NBC Radio, ABC Radio and Mutual Broadcasting System devote most of their time to news and news in-depth programming.

Exceptions to the latter, of course, are NBC's *Monitor* (although this show has elements of news and news analysis) and ABC's *Don McNeill's Breakfast Club* and *Eydie Gorme Show*.

Network radio has the utmost of flexibility. Literally overnight you can get on the air with broad national coverage. This can be extremely important if there is an emergency or a shift in sales strategy.

If a sales campaign is lagging, for example, a client can jump on the air almost immediately through network radio and try to hypo the sales outlook.

Network radio continues to perform a valuable function for advertisers. The great emphasis today is on news and information programming, which appears to be a sound approach for both networks and affiliates.

Beyond this type of programming, the networks have tried to fill the role of companionship rather than entertainment as seen through some of the personality shows that are on the air.

The role of network radio has been altered considerably the past few years, but its future is none the less secure for it. • • •

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land



MARY MARTIN watches Arthur Godfrey compare ukulele techniques with two youngsters visiting his CBS network show on trip from Hawaii. Youngsters were in New York to mark their state's official entry into the Union. Two New York children flew to Honolulu to represent continental U. S. The exchange was sponsored jointly by the New York *Herald-Tribune* and the Honolulu *Star-Bulletin* as Independence Day tribute.



THE LADY GETS a rickshaw ride through Cleveland, drawn by "coolie" Scott Burton of WHK. The WHK rickshaw, minus lady, placed second in race with other stations in Cleveland stadium. Rickshaws were part of promotion for movie, "Wake Me When It's Over."



THERAPY, ANYONE? is song of Solid Seven, KEX Portland, Ore., as they dress as doctors and patients at Rose Festival Merrykhana Parade. Patient (c.) looks happy and healthy as doctor attends nurse. Wheel chairs, operating tables and pretty nurse gave substance to slogan "No curses from our nurses—they listen to KEX." Solid Seven pushed radio as road to nurses' smiles, patients' cheer.



BE A PAL efforts by WABC New York announcer Al Lohman Jr. (l.) nets award from Alexander Aldrich, president of PAL (Police Athletic League). Lohman gave morning show boost to PAL's campaign to curb juvenile delinquency.



OFF THE GROUND go three WCAU Philadelphia announcers with plans to inflate audience interest. Ed Harvey (in balloon on left) eventually landed in prison yard of Graterford Penitentiary. Startled warden thought the inmates had arranged an ingenious plan to escape.



SMILES ALL AROUND for client Dan Murphy (l.) of American Dairy Association of Iowa, as agency gal Rosemary Gohring of Truppe, LaGrave and Reynolds, Des Moines, showers him with postcards. Mail resulted from offer of free cookbook on stations WHO and KRNT Des Moines, KMA Shenandoah, WMT Cedar Rapids, KXEL Waterloo, KGLO Mason City, KMWT Fort Dodge, KOEL Oelwein and KICD Spencer.



DIAMOND THIEF didn't get far with gems held (r.) by Lee Allan Smith, assistant manager, WKY Oklahoma City. Motorist who heard WKY bulletin on car radio spotted getaway car minutes later. Jewelry store manager R. A. Fowler (l.) smiles relief as detectives return jewels valued at $5,000. Thieves were caught 75 miles from the store. Detectives (c.) from Oklahoma City Police Department feel it's all in a day's work.



OLD GLORY with 50 stars is given to Sister Mary Bernadine by Walter Thurman, WMBD Peoria, Ill. She was one of 50 listeners identifying quotes in "Salute to Freedom" contest.



DECEASED JAZZ format is laid to rest by KFMB-FM San Diego in mock Creole Wake attended by 200 ad agency and press people. Guests (l.) follow a casket borne by KFMB-FM personalities on way to burial. Tuba player on right steps into Dixieland tune for funeral procession. KFMB-FM's "Golden Girl" later pressed button to put new "Golden Sound" programming on air.

RATE CARDS (Cont'd from p. 27)

Rules and contract conditions common to all rate cards are standardized in the front of the Petry portfolio for as many stations that could agree on the definitions. This "policy card" defines for the stations in agreement such things as frequency discounts, weekly discounts, multiple product conditions, rebates, short rates, cancellation, rate protection and other items.

Art McCoy, executive vice president, John Blair & Co., also questions whether there ever will be—or should be—complete standardization of all rate cards. "There never will be complete agreement. Agencies themselves can't agree exactly on what they want in a rate card."

Mr. McCoy observes that criticism of radio rate cards may be overstated. He notes that most representatives have made efforts to simplify cards as much as possible within the framework of dealing with stations that have individual situations and problems.

The Blair organization as far back as 1957 started a major effort to make cards simpler and easier to understand. At present, most of its stations are using the simplified version.

In general, rates for specified position are listed first, followed by rates for announcement plans which start with 12 a week and go as high as 96 or 100 weekly. The unit and weekly cost for minutes and station breaks (20's and 30's) are listed horizontally.

After the announcement rates, the rate card lists such things as costs for news sponsorship and then programming.

There are also longevity discounts for 26 weeks and 52 weeks.

George Dietrich, director of national radio sales, NBC Spot Sales, believes that "the station which offers a simplified rate card has a big edge with agency timebuyers."

He states, "NBC Spot Sales believes that rich benefits can accrue to radio by heeding the Madison Avenue plea for 'easy to use' rate cards. We are not suggesting that there is only one way to construct a card.

"However, there are certain generalities—a framework—which can apply to all markets, all stations."

Mr. Dietrich believes there are at least two features of some radio rate cards that need changing.

"Although there are many advertisers who still contract for long term commitments, the majority use radio for short term saturation schedules. These short term advertisers expect—and are entitled to—maximum rate benefits for their flights. But many stations are still tied to an outdated rate formula which allows maximum discounts on an annual, rather than on a weekly basis.

"Another hangover from a bygone era is the concept of fixed position announcements. When station programming depended on the networks, there was a reason for quoting fixed time announcement rates. However, now that stations program in 'blocks,' this device is only of negative value to the station in that it takes choice availabilities out of circulation and to the advertiser in that so few can be accommodated."

Total Audience Plan

H-R Representatives Inc. has been recommending a new rate card format for its stations for nearly a year now. James Alspaugh, vice president for radio, states that between a third and a half of H-R stations are using the simplified format.

Mr. Alspaugh explains that the highlight of the new card is the Total Audience Plan which offers advertisers two packages—one for 25 announcements a week and the other for 35 announcements a week.

The idea behind the plan is to spread the buy throughout the broadcast day, including nighttime. A typical "35" plan would have five one-minute announcements in morning driving time, 15 during housewife hours, another five in late afternoon and evening driving time and 10 between the hours of 7 and 10 p.m.

Another feature of the new H-R station rate card, states Mr. Alspaugh, is the Rotation Plan, in which announcements are rotated throughout the individual time bracket.

Adam Young Inc. has been on a campaign to simplify its station cards for three years. Steve Machcinski, executive vice president, declares that most of the firm's stations are using the simplified card.

The Young organization has also made an effort to encourage through its rate card structure greater use of the whole broadcast day.

If, for example, an advertiser buys a package of 12 announcements a week in class A time, it is allowed to place a third (four spots) in class AA drive times.

Mr. Machcinski declares that this has been a very popular feature of the card. It encourages greater use of the whole broadcast day, especially hours between 9 a.m. and 4 p.m., and it provides a client with a reasonable rate while at the same time affording him a chance for exposure in the male-dominated traffic hours.

The seven-owned radio stations of CBS, represented by CBS Radio Spot Sales, have been on a simplified card since December 1957. Dick Hess, administrative assistant to the CBS vice president for station administration, declares that the card is as simplified as it can get considering the talent and personalities as well as the program features that these stations have to sell.

Each card generally has three time classifications (A, B and C) which are spelled out clearly at the beginning. The individual time brackets have been standardized.

The card is broken down into three sections: (1) Station time; (2) fixed position and run-of-schedule announcements and participations, and (3) special features.

Longevity discounts are in three categories—1 to 25 weeks, 26 to 51 and 52 or more. There are also three categories of frequency—12 to 20 announcements a week, 21 to 34 and 35 or more. The price is listed in net cost per unit.

Mr. Hess observes that a recent trend in the changing of the card has been away from stating the number of *days* per week for announcements to the number of *times* per week. He also believes that the pattern towards rate card simplification established by CBS was followed by a number of other stations throughout the country, including those represented by CBS Radio Spot Sales. • • •

WHO radio continues to dominate Iowa radio audience!

"Voice of the Middle West" serves America's 14th largest radio market

SURVEYS have measured the Iowa radio audience for 23 consecutive years. A new 93-County Area* Pulse Survey proves — as have all the others — that 50,000-Watt WHO Radio is again Iowa's most listened-to station.

Iowa radio families have again given WHO Radio a "clean sweep" with first place in *every week-day quarter hour surveyed.* Competition came from more than 85 other stations serving this area. In fact, 50,000-Watt WHO Radio's audience outstrips that of the next two stations *combined* during the three major week-day broadcast segments (6 a.m.-Noon, Noon-6 p.m., 6 p.m.-10:30 p.m.).

But these ratings tell only part of the story. They represent only 72% (625,000 of 865,350) of the radio families residing within WHO Radio's NCS No. 2 coverage area — America's 14th largest radio market. And in *all* this area, WHO Radio is an important voice!

WHO Radio reaches more people, more often and at *less cost* than any other station or combination of stations in Iowa. And, for a qualifying food or drug advertiser, WHO Radio offers Feature Merchandising services — operated and controlled by trained WHO Radio personnel. See your PGW Colonel about reaching *all* of Iowa *plus* lots more with WHO Radio!

*"Iowa PLUS" consists of the 137 counties in Iowa, Missouri, Illinois and Nebraska in which NCS No. 2 credits WHO Radio with 10% penetration.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *Representatives*

U. S. RADIO

EDITORIAL INDEX

JANUARY 1960 — JUNE 1960

ADVERTISERS

	Mo.	Yr.	Pg.
†*Acousticon Hearings Aids	Mar.	60	28
†*Air France	Jan.	60	35
†*Champion Spark Plugs	June	60	30
Charms Candy	May	60	80
Chevrolet Dealers of Southern California	Mar.	60	7
†*Columbia Pictures	Mar.	60	32
†*d-Con Rodenticide	Feb.	60	28
†*Dannon Yogurt	Feb.	60	33
†*Fonda Paper Plates	June	60	38
†*Frito Corn Chips	Apr.	60	22
Gerhard's of Glenside	Jan.	60	42
*Gillette Safety Razor Co.	Mar.	60	25
†*Hamilton Watch Co.	Mar.	60	36
†*Howard Clothes	Apr.	60	26
Kirsch Beverages	June	60	60
LP-Gas Council	May	60	89
Motorola	Jan.	60	7
Network Advertisers (A Listing)	Jan.	60	26
Oklahoma Oil Co.	Feb.	60	48
†*Paramount Pictures	Mar.	60	32
†*Texaco	May	60	53
†*20th Century Fox	Mar.	60	32
† United Artists	Mar.	60	32
†*Wm. Underwood Co.	Jan.	60	7
	Jan.	60	32
†*Universal-International	Mar.	60	32
†*Western Mineral Products Co.	Jan.	60	28

AGENCIES

	Mo.	Yr.	Pg.
Advertising Council on Public Service	Apr.	60	94
†*N. W. Ayer's Success with Hamilton Watch	Mar.	60	36
BBDO on Bridal Market	June	60	68
BBDO on College Market	Apr.	60	85
†*BBDO's Success with Air France	Jan.	60	35
BBDO on Female Influence in Automobile Market	Jan.	60	40
Bozell & Jacobs LP-Gas Council Campaign	May	60	89
Eisaman, Johns & Laws and Chevrolet Dealers	Mar.	60	7
†*Cunningham & Walsh's Texaco Success	May	60	53
†*Dancer-Fitzgerald-Sample's Frito's Success	Apr.	60	22
Gardner's No-Cal Commercials	June	60	60
Grey Advertising on Fm Market	Jan.	60	54
†*Kenyon & Eckhardt's Underwood Success	Jan.	60	32
Philip Klein on Stereo Commercials	Jan.	60	42
Lovick's Jennings on Canadian Radio	May	60	94
†*Maxon's Gillette Success	Mar.	60	25
†*Mogul, Williams & Saylor's Howard Clothes Success	Apr.	60	26
*Lennen & Newell on 1960 Prospects	Jan.	60	19
Needham & Grohmann's Charms Commercials	May	60	80
Needham, Louis & Brorby's Oklahoma Oil Commercials	Feb.	60	48
*RTES Radio Survey	Apr.	60	19
†*Smith, Hagel & Knudsen's Fonda Success	June	60	38
†*J. Walter Thompson's Champion Spark Plug Success	June	60	30
*J. Walter Thompson on 1960 Prospects	Jan.	60	19
†*Thompson-Koch's d-Con Success	Feb.	60	28
†*Wexton's Acousticon Success	Mar.	60	28
Yardis on Agency Network	Mar.	60	57
Zakin Produces, Sponsors Fm Show	June	60	70
†*Zlowe Co.'s Dannon Yogurt Success	Feb.	60	32

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	Mo.	Yr.	Pg.
NAB's Annual Meeting	May	60	72
NAB as Industry Regulator	Mar.	60	15
NAB Broadcasting in Orbit	Mar.	60	15
*NAB Builds Radio with Radio Campaign	Apr.	60	48
NAB Convention Forecast	Mar.	60	40
NAB Convention Speakers	Feb.	60	15
NAB Convention History	Apr.	60	70
NAB Conduct Code	Jan.	60	13
NAB Editorializing Study	May	60	7
NAB Establishes Interim Policy Committee	Apr.	60	13
NAB's H. E. Fellows Dies	Apr.	60	13
	Apr.	60	100
*NAB 1960 Convention	Apr.	60	45
NAB on House Proposals	May	60	19
NAB on Radio Month	June	60	57
NAB Radio Month Jingles	May	60	19
NAB on Fair Labor Standards Act	June	60	15
NAB Executive Seminar	June	60	18
RAB Area Sales Clinics	May	60	85
RAB Audience Analysis	Mar	60	55
*RAB Builds Radio Sales	Apr.	60	52
RAB's Five-Year Plan	June	60	5
RAB 1960 Forecast	Jan.	60	50
RAB's Pocket Presentation	June	60	64
RAB on Government Regulation	June	60	15
RAB Research on Facts of Radio Life	Jan.	60	7
RAB Sells with Sound in '60	Feb.	60	52
RAB's Sweeney on Radio's Future	Feb.	60	7
RAB Views on Summer Radio	Mar.	60	7
Radio-Tv Research Council and Ethics Proposal	June	60	5
*RTES Clinic Preview	Feb.	60	40
*RTES Radio Clinic	Mar.	60	43
*RTES Radio Survey	Apr.	60	19
SBA Head on Current Industry Problems	Feb.	60	15
SRA Estimates 1959 Spot Business	Apr.	60	3
SRA's Lawrence Webb	Jan.	60	16
SRA See Spot Radio Moving Up	Jan.	60	22

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	Mo.	Yr.	Pg.
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William Carmody	June	60	47
Robert Day	May	60	67
Wally Erickson	Feb.	60	18
Joe Gans	May	60	68
Murray D. Lincoln	May	60	22
*Murray D. Lincoln	May	60	61
Herb Maneloveg	June	60	20
Clair R. McCullough	Apr.	60	15
*Donald H. McGannon	May	60	57
Victor Seydel	Mar.	60	44
Les Towne	Apr.	60	36
Lawrence Webb	Jan.	60	16
William Wernicke	June	60	47
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	Mo.	Yr.	Pg.
CAB's Annual Meeting	Mar.	60	60
CBC Experiments with Stereo	Apr.	60	97
CBC's Fm Network	Apr.	60	97
S. W. Caldwell's New Radio Service	Jan.	60	56
Canada's Private Network	Feb.	60	69
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	Mo.	Yr.	Pg.
Charms Candy Fun Commercials	May	60	80
*Entertainment in Commercials	June	60	42
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*RAB's Award-Winning Commercials	Apr.	60	52
*RTES Radio Survey	Apr.	60	19
Sell with Sound in '60	Feb.	60	52
Stereophonic Sound in Commercials	Jan.	60	42
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	Mo.	Yr.	Pg.
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Florida Market Study	Apr.	60	95

** Indicates feature length article—† Use Story*

	Mo.	Yr.	Pg.
Fm Day at NAB Convention	May	60	92
Fm: Market for "Class" and New Products	Jan.	60	54
Low Cost Fm Receivers	Feb.	60	7
Station Survey on Fm Listener Preferences	Mar.	60	58
Zakin's Fm Show	June	60	70

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Daytime Broadcasters Request Longer Day	May	60	21
FTC on Threat of Restrictive Legislation	Jan.	60	14
Frederick F. Ford New FCC Chairman	Apr.	60	13
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Payola and Sponsorship Identification	June	60	15
RAB on Regulation	June	60	15
Regulatory Legislation Weighed	Mar.	60	15
Small-Market Broadcasters Ask Relief from Overtime Provisions	June	60	15

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ABC's "Fixed Interval" Plan	Mar.	60	59
ABC's Pauley Reports Business Surge	June	60	71
ABC Has High Sales Volume	Jan.	60	55
Affiliates Support NBC Program Plan	May	60	93
Canada's First Private Network	Feb.	60	69
CBS Adds Affiliates	Mar.	60	59
†*CBS and Texaco Operacasts	May	60	53
CBS Builds Daytime Schedule	Feb.	60	68
CBS Guide to Station Editorials	Feb.	60	45
CBS Operating in Black	Jan.	60	55
†*Fritos Network Campaign	Apr.	60	22
Hayes Reports on CBS Programming	Apr.	60	96
Keystone Adds Affiliates	Apr.	60	96
Keystone's 20th Anniversary	Mar.	60	20
MBS Head on Network's Role	Mar.	60	59
MBS Survey on Community Image	June	60	71
Minnesota Mining Purchases MBS	May	60	93
*Network's Public Interest Role	May	60	59
NBC Makes Top Management Changes	Feb.	60	68
NBC's Medical Radio System	Jan.	60	55
NBC Reports Sales Rise	June	60	71
NBC's Stabile on News Standards	Mar.	60	59
Network Advertisers (Listing)	Jan.	60	26
*Network Outlook for 1960	Jan.	60	25

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†AUTOMOBILE AND ACCESSORIES

*Champion Spark Plugs	June	60	30

†AUTOMOBILE DEALERS

Automobile Dealer	Jan.	60	49
	Feb.	60	51
	Apr.	60	91
	June	60	84
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†BANKS AND SAVINGS

Savings Bank	Feb.	60	51

†BUILDING AND CONSTRUCTION

Home Builder	Jan.	60	49
	June	60	63
*Zonolite Success	Jan.	60	28

†CLOTHING

Shoe Store	Feb.	60	51

†DEPARTMENT STORE

Dept. Store	Feb.	60	51
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†FOOD AND BEVERAGES

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*Frito Corn Chips	Apr.	60	22
Milnot	June	60	63
*Underwood Deviled Ham	Jan.	60	32

†FOOD (RETAIL)

Supermarket	Jan.	60	49

†FURNITURE AND FURNISHINGS

Rug Company	June	60	63

†HARDWARE AND APPLIANCES

Appliances	May	60	84
Sewing Machine	Mar.	60	54

†JEWELRY AND WATCHES

*Hamilton Watches	Mar.	60	36

†PUBLICATIONS

McCall's Magazine	May	60	84

†REAL ESTATE

Realty Co.	Mar.	60	54

†SHOPPING CENTER

Shopping Center	Apr.	60	91

†TRAVEL AND TRANSPORTATION

*Air France	Jan.	60	35

†MISCELLANEOUS

Auto Garage	May	60	84
Turkey Farm	Jan.	60	49
*Hearing Aids—Acousticon	Mar.	60	28
House Trailers	Mar.	60	54
*Movies—Industry Wrap-Up	Mar.	60	28
*Paper Plates—Fonda	June	60	38
Restaurant	June	60	63
*Rodenticide—d-Con	Feb.	60	28

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Balaban's Active Monitoring System	Feb.	60	7
CBS Builds Daytime Schedule	Feb.	60	68
CBS Guide to Stations Editorials	Feb.	60	45
Hayes Reports on CBS Programming	Apr.	60	96
KMOX Afternoon Talk Format	Mar.	60	7
NBC's Stabile on News Standards	Mar.	60	59
*Program Services	Feb.	60	36
	Apr.	60	32
*Public Service Programming	May	60	24
RTES Radio Survey	Apr.	60	19

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*Blair Group Plan	June	60	34
*NAB Builds Radio with Radio	Apr.	60	48
NAB Radio Month Jingles	May	60	19
*RAB Builds Radio Sales	Apr.	60	52
RAB's Pocket Presentation	June	60	64
Radio Month	May	60	7
Radio Month Activity	June	60	57

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Advertising Council on Public Service	Apr.	60	94
*Agency Stake in Public Interest	May	60	62
*Community Service	May	60	44
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** Indicates feature length article—† Use Story*

NOW we can offer you

PROVEN RESULTS*

with these

TELE-BROADCASTER STATIONS

IN Hartford (CONNECTICUT) - WPOP

IN Kansas City - KUDL

IN Los Angeles (SPANISH LANGUAGE MARKET) - KALI

IN San Francisco (SAN MATEO) - KOFY

★ TOP RATINGS IN AUDIENCE

★ MORE LISTENERS PER DOLLAR

★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL

A TELE-BROADCASTER STATION

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WGY captures buying listeners

"Personality Programming" attracts them and keeps them tuned to your message all day



Tupper-to-Koster is a famous double-play combination in WGY-land—and no wonder. "Tup's" ability to interpret weather jargon and make it useful helps thousands of regular listeners plan their day. Herb Koster's "Sports Spotlite," shining nightly, is "must" listening for sports fans. Herb adds meaning to scores and results by interviewing the big and small names who make sports news. Herb and Tup capture listeners—and WGY personality programming keeps them listening all day with staff specialists in home, news, music and farm-fare. WGY can get results for your message from special or mass audiences. Let WGY prove its pulling power to you. Contact Henry I. Christal Co. or WGY, Schenectady, N. Y.

982-17A

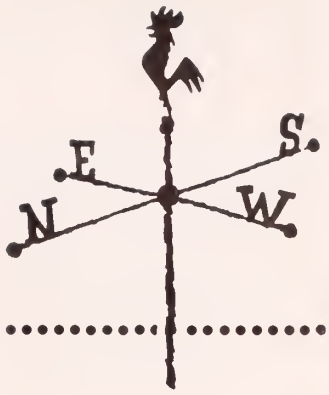


Serving Northeastern New York and Western New England



50,000 Watts • NBC Affiliate • 810 Kilocycles

A GENERAL ELECTRIC STATION



Radio Sets A New Mark for Breadth of Convention Coverage

Network and local radio provided listeners with all the color and excitement of both conventions

Mixed in with the clouds of smoke that became the end product of the thousands of cigars consumed were the hundreds of thousands of words from radio people describing, detailing and deliberating on the activities connected with last month's Democratic and Republican presidential nominating conventions in Los Angeles and Chicago. Weary legions of network and local station personnel have returned to their regular posts with the satisfaction of knowing that they offered their listeners what was undoubtedly the most comprehensive and complete coverage ever given to these colorful and important events. This coverage ranged from the massive performances turned in by the networks to beeper phone reports from convention delegates to their local stations.

Network Coverage

With a variety of sponsors on hand to help defray the tremendous expense involved in the convention reporting, the networks made full use of their manpower and technical facilities to provide a complete story of the events as they unfolded. Reminiscent of the golden era of newspapers, the news departments of the networks each were able to point to a number of news "beats."

CBS assembled a task force of more than 250 correspondents, technicians, writers and editors to report on the conventions, marking the tenth time the network has covered these proceedings. The 25-man news

team was headed by Robert Trout, a veteran of five national political conclaves.

NBC reports that its convention crew numbered some 350 persons, with the on-air duties divided among 35 news correspondents. In briefing the network's news personnel prior to the conventions, Robert E. Kintner, NBC president, outlined a three-point policy to be followed. He said, "We are determined to give the most complete coverage of the convention. As a public franchise medium as well as a news medium, it is our job to prepare the public through this coverage. We want the hard news and we want it first. However, I would rather be beaten five times than have one wrong story." He also stressed the need for responsible interpretation of the news.

ABC states that it devoted more than 40 hours of coverage to the Democratic and Republican meetings. With its news team headed by John Daly, the network made use of the time and talents of over 350 staff members. And like other networks, ABC utilized the latest electronic advances to provide flexible and speedy coverage of the often fast-breaking and widespread stories. These included microphones ranging in size from six feet long to three-quarter-inch lapel models, and radio antennas in sizes from 12 inches to 100 feet long.

MBS originated 11 of its daily 36 five-minute newscasts directly from convention headquarters for 15-day periods spanning both conventions. The network says that it aired every part of the official action on the convention floors, in addition to covering other developments as they broke. The 15 Mutual newscasters, with George Hamilton Combs acting as anchor man, were supported by the efforts of approximately 100 staff members and four senior news analysts from *Newsweek* magazine.

Local Coverage

Both in the scope of their coverage and in the amount of time and attention devoted to the conventions, the cumulative efforts of the local stations and station groups probably were the greatest in radio's history. The following examples of this local activity were those reported to U. S. RADIO.

WTCN Minneapolis provided its listeners with first-hand accounts of the activities of the Minnesota delegation. Sheldon Peterson, the station's news director, and Bill Roberts, head of the WTCN Time-Life Washington Bureau, provided this coverage.

WWDC Washington, D. C., reports that it offered extensive coverage of both conventions. In addition to reporting the conventions while they were in session, the sta-

in MINNEAPOLIS ST. PAUL 2nd *
DIAL 10 OR 100
WPBC ADULT RADIO
Adventures in Better Listening

* Average ¼ hour share of audience—six a.m. to six p.m. Monday through Friday—March-April NSI, Metro area

William V. Stewart, WPBC President
Broadcast Time Sales National Representatives

tion also carried frequent daily reports on the activities of Maryland, Virginia and District delegations. The station aired a 45-minute documentary on past Republican conventions prepared by Westinghouse Broadcasting.

WQXR's coverage, according to the station, marked the first time that the *New York Times* has reported the national political conventions by radio, in addition to its print coverage. Commentary was provided by Harrison Salisbury, Pulitzer Prize-winning reporter of the *Times*. Mr. Salisbury was assigned to cover the events exclusively for radio.

In addition to carrying network coverage, members of the Westinghouse Broadcasting Co. station group also state that they aired special reports from a 20-man staff organized for the two conventions. The WBC efforts were aimed at providing local angled stories, and following the delegates from the areas covered by its six radio stations. In addition, news analysts Mike Wallace and Vincent Sheean supplied interpretations of the events as well as interviews with the leading figures at both conventions.

KRAM Las Vegas says it provided its listeners with broad on-the-scene coverage of the Republican and Democratic affairs. The station reports that it assembled an 11-man editorial staff to cover the conclaves. In addition to pre-convention programs, the station says it also broadcast a minimum of 35 five-minute programs, five 15-minute summaries and spot news coverage during the conventions.

The Triangle Stations had its own team of reporters on the scene to supplement network convention coverage. Emphasis was placed on the activities of the delegations from the states in the Triangle listening area. In reviewing its efforts at the Democratic convention, Triangle says that it interrupted programs nearly 1,500 times and produced 22 special radio programs.

WATV Birmingham, Ala., arranged to have Alabama's Secretary of State telephone long-distance beeper phone reports each day during the Democratic meeting, with news of particular interest to listeners in that area. The station also carried daily telephone reports from a member of the Governor's staff.

KMPC Los Angeles took advantage of its being based in the site of the Democratic convention to provide its listeners with strong local coverage. According to the station, its 24-man news staff covered the final preparations for the convention, as well as keeping a close vigil on the California delegation once the meetings began. In addition, the station says it utilized both of its air units to report on traffic conditions in order to assist the many strangers driving in the city during the conclave.

WCAU Philadelphia explains it bolstered its network reports with its own reporter at the scene in Los Angeles and Chicago. The station sent a political science expert from the University of Pennsylvania to furnish news and commentary on events of local interest.

WJR Detroit reports it assembled its 10-man staff to provide coverage for listeners in its area. Featuring Jim Vinall, the station carried an afternoon program called *Convention Caucus*, and a review of the events of each day was provided on an evening report called *Convention Roundup*.

Illustrating the widespread interest in the American national political conventions, WRUL New York, a short-wave station, covered the Democratic and Republican events. Approximately each 30 minutes the station included a five-minute summary of the proceedings in Spanish. The station reports that these summaries were offered for re-broadcasting to many Latin American local stations which are affiliated with WRUL. • • •

Editorial Leadership:

radio's best way to build community respect and sales!



DANIEL W. KOPS, President
WTRY · WAVZ

Radio has proved itself to be America's most effective *advertising* medium.

Less recognized, but coming to the fore, is the fact that radio is just as powerful as an editorial medium.

For the highest form of community service is *community leadership.*

American cities today have the most aggravated problems in our history. Radio editorials, serious interest and participation in local affairs can lead the way to their solution.

Working from this philosophy of community responsibility; here are a few of the things achieved by editorializing on WAVZ and WTRY.

Turned a pig farm into a 300 family housing project.

Urged federation of all local fund raising. New records were established in resultant drives.

Redevelopment of downtown business districts and other areas. Now, projects totaling hundreds of millions of dollars are changing the faces of these cities.

Construction of a modern airport terminal.

These results have built a greater awareness of WTRY and WAVZ, bigger audiences *and* sales.

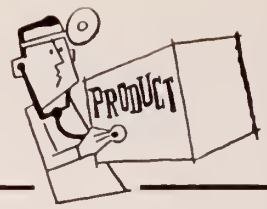
The conclusion: responsible EDITORIAL LEADERSHIP is radio's job. It is also radio's best way to build respect *and* sales.

WAVZ • WTRY

NEW HAVEN, CONN. • ALBANY, SCHENECTADY, TROY, N. Y.

WAVZ represented by George P. Hollingbery Co., Kettell Carter, Inc. (New England).
WTRY represented by John Blair & Co.

commercial clinic



How to Get Jingle Impact At Production Line Prices

The concept of mass production has come to the singing commercial. Today, a growing number of firms specialize in high volume production of low cost commercials. As a result, many small independent advertisers throughout the country are now in the position to use personalized jingles over the local radio stations, at prices within their budgets.

How can a company do it? As an example, Mort Van Brink, president of the Jingle Mill, an outfit which has produced over 12,000 jingles in the past three years, explains how his organization works.

"We have about 600 pre-recorded tapes on file from which jingles can be drawn. When we receive an order for a jingle, we are provided with a data sheet from the advertiser listing the salient copy points and any additional information he would like to include. He also tells us the type of music he would like, whether it be a waltz or a cha cha cha. When available, we can pick the music from our files. Or we write new music to fit the situation. In the latter case, the jingle goes into our file of pre-recorded tapes so that the music can be used again."

Working on this basis, writers at the Jingle Mill can produce as many as 15 to 20 commercials a day (and will probably finish 10,000 jingles this year). As a result, a single jingle, with five voices and a 30-piece orchestra, can be sold for as little as $68. A package sale can bring the price down to $18, depending on the size of the market. The company, says its president, can present a completed jingle within 21 days after the order is received.

Turning to a subject on which there is divided opinion among jingle producers, Mr. Van Brink believes that many advertisers tend to over-emphasize the importance of the originality of the music in a jingle. "The main job of a commercial is to sell," he says. "The effectiveness of the jingle depends not so much on its originality as on its memorability. One piece of music can be used to sell several types of products. For example, a march might be just as appropriate for an ice cream product or a men's toiletry line as it could be for a sporting event or a political candidate. We might be using the same music for four different products in four different sections of the country. Each commercial will be doing an effective job so long as the salient points are included and the music can be easily identified with the product.

Custom-Tailored

"The lyric, on the other hand, must be custom-tailored to the advertiser. In addition to the copy points, many advertisers request their names, addresses or company slogans. This can be included in the jingle, which then becomes more personally identified with the sponsor."

Naturally, an advertiser may want to know whether any other firm in his area will be using the same jingle. For example, a supermarket may not want its name linked to a jeweler selling to the same tune in the same city.

To prevent this from happening, the Jingle Mill uses a coding system which eliminates the possibility of the same jingle being heard in one listening area to sell two different products. Every tune in the shop is coded and plotted on a map of the United States. When a jingle is sold, the area in which it will be heard is circled. The company then knows that it cannot use that music for any other advertiser or any station whose listening area falls within the circle. As the tune is ordered by advertisers in different sections of the country, the circled areas progressively cover the map. When the entire country is covered, the tune is retired.

Work Through Stations

While some of the Jingle Mill's commercials are done for advertising agencies and regional advertisers, most of the selling is done through radio stations. "We have six salesmen covering stations throughout the country," Mr. Van Brink says. "Generally, we contract with a station for a given number of commercials a year. The station then goes out to potential sponsors, with sample tapes in hand, to try and sell time with the concept of a personalized jingle as a selling point. When he has interested the advertiser, he collects the necessary data and sends the order on to us to be created and produced."

A good part of the business is devoted to servicing local advertisers, according to Mr. Van Brink. Another portion of the work consists of producing station identifications for the stations themselves. At present, virtually all of the 1,000 to 1,200 stations with which the Jingle Mill is working, have had musical identifications created by the firm.

"This is an area in which promotion-minded stations have been greatly expanding their activity," Mr. Van Brink states. "After all, radio stations are continually pointing up the importance of advertising as a sales tool. By the same token, advertising can promote the station's own image in the minds of listeners. I believe that more and more stations are recognizing that they should have the same high standards in material used to promote their images as their advertisers demand in commercials designed to sell their products or services." • • •

57

WBT... FIRST AS ALWAYS, IN PULSE*

First every Monday to Friday period in the Prime 25-county Charlotte Marketing Area

Per cent GREATER

WBT averaged 57 per cent greater share of audience than its nearest competitor in the Monday to Friday ratings. Proof once again that WBT, serving the nation's 24th radio market, is the voice of authority in the Piedmont Carolinas.

**The January, 1960 Pulse*



WBT
CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY

50,000 watts

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES

HOMETOWN U.S.A.

station log



► News:

Radio stations across the country recently found themselves making the news while reporting it.

In New York City, police were tracking down suspects in a recent double slaying by beer bottle when a tip came from upstate newsman Michael J. Morgan, WELM Elmira. Mr. Morgan had examined an Associated Press report of the Queens slaying when he ran across two leads that looked like a local angle. A note near the bodies referred to a parole board. A beer bottle was the murder weapon. He recalled that an Elmira man had recently been released by New York State Parole Board after serving 17 years for second-degree murder. The victim had been slain with a broken beer bottle.



David Froh (center), manager, WILS Lansing, Mich., presents annual station award to outstanding radio-tv seniors at Michigan State.

Officials get "Private Eye" cards from Dub Murray (center) KLUE Longview, Tex. Cards entitle listeners to win cash prizes for news tips.



Mr. Morgan telephoned an AP staffer in New York City, who contacted police. The ensuing investigation brought a confession from the ex-convict, plus praise for the police, press and radio cooperation from New York Police Commissioner Stephen P. Kennedy.

WSGN Birmingham's "Night Owl" disc jockey got a news tip from a stranger who telephoned that all the prisoners had sawed their way out of Fairfield jail. He called the jail to verify the report. The officer in charge went to check his prisoners, found them missing. WSGN's conclusion: The unidentified caller must have been an escaped prisoner, since the jail was unaware that a break-out had occurred. Irony of the story: WSGN's news slogan—"When news breaks out, WSGN breaks in."

In Atlanta, a WSB newsman helped to recover an escaped prisoner. While on traffic patrol duty in the station helicopter, Ted Hightower heard police broadcast a lookout for a prisoner escaped from a work detail truck. He turned the helicopter toward the scene, spotted the prisoner and alerted police. While the helicopter hovered over the prisoner, patrol cars rushed to the scene. WSB reports that the prisoner was in custody five minutes after the first police bulletin.

► Programming:

WJW Cleveland, in line with its recently installed "beautiful music radio" format, accepts only 10 sponsors per hour, with spots running in three clusters, according to Managing Director James E. Bailey. Popular album music programming has brought about this commercial policy, and Mr. Bailey reports that response from advertisers has resulted in many new accounts. Another Storer Broadcasting Company station, KGBS (formerly KPOP) Los Angeles, has followed WJW's turn to popular album programming. KGBS programs music throughout the day, interspersed with news on the hour, headlines on the half hour. Morning selections are followed with time, weather and traffic reports.

Jazz comes 18 hours a day to San Francisco on KHIP-FM. The station formerly operated as KPUP-FM, carrying show tunes, jazz, sports and chatter. Audience response to jazz was so high, according to owner Franklin Mieuli, that he switched to all-jazz. He explains that San Francisco has long been recognized as the center of American jazz activity.

► Public service:

In an effort to prevent traffic accidents over the coming long Labor Day weekend, station KTRE Lufkin, Texas, will man an "Operation Deathwatch" coffee booth. KTRE tried this approach to traffic safety during the Independence Day weekend, serving coffee, milk, soft drinks, rolls and cookies free to holiday motorists. Approximately 5,000 persons visited the coffee booth during its 60-hour operation. Success of the booth was noted by the Texas Department of Public Safety, which had predicted 27 traffic deaths; only three minor accidents marred the holiday in the six counties surrounding Lufkin. Refreshments for "Operation Deathwatch" were donated by local business firms.

WCAU Philadelphia recently aired a one-hour documentary on alcoholism to mark the 25th anniversary of Alcoholics Anonymous. Title of the program was "One Deadly Drink," a reference to the one drink that often makes the difference between a drunk and an alcoholic. Part of the program was devoted to case histories, the remainder to commentary by medical authorities. • • •



Grey Advertising's media executives at a new-client meeting. Helen Wilbur, Media Group Supervisor; Aileen Barry, Chief Print Buyer; Ken Kearns, Chief Time Buyer; Gene Accas, Associate Director of Media; Joan Stark, Media Group Supervisor; Phil Branch, Media Group Supervisor; Dr. E. L. Deckinger, Vice President and Director of Media.

NEW ACCOUNTS...NEW SCHEDULES

...when competent media information is in real demand

A typical time of media decision, caught by candid camera at an actual new-account meeting of Grey's Media Board of Strategy. This goes on somewhere every day, in agencies all over the land. 1959 saw 1688 agency account shifts. Every one meant a new schedule. 228 major moves alone totaled more than $210,000,000 worth of advertising contracts!

Get on a new list at the start and you are well on the way to a contract. Miss out then and you have a long, hard selling job ahead.

To improve your chances of proper consideration at the early stages, make your media information instantly accessible, *and be sure it is competent to serve the buyers' needs!*

Take another look at the people in the Grey media meeting. At this very moment they are selecting candidates for a new account schedule, using SRDS, *their media-buying directory* . . . deciding which representatives to call in. They may remember the impressions your representatives or general promotion (and your competitors') have made in the past—but how well are you selling them now?

With competent Service-Ads in SRDS

YOU ARE THERE

selling by helping people buy

SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

C. Laury Botthof, *President and Publisher*

5201 OLD ORCHARD ROAD, SKOKIE, ILL., ORCHARD 5-8500

SALES OFFICES—SKOKIE, NEW YORK, LOS ANGELES, ATLANTA

BPA memo



BPA Promotes Promotion In 1960 Drive for Members

Results are now being gathered by the Broadcasters' Promotion Association from its 1960 membership drive, launched early this summer. The BPA mailed an illustrated folder to some 1,300 radio and television stations throughout the continental United States. The folder was later sent to promotion managers of stations in Hawaii, Alaska, Puerto Rico, Guam, the Virgin Islands and Canada.

Kenneth E. Chernin, promotion director for Triangle Stations and BPA membership chairman, states that "approximately 400 radio and television promotion managers, plus promotion specialists with advertising agencies, advertisers, station representatives and trade magazines are currently enrolled in BPA."

As a national organization devoted to upgrading standards of broadcast promotion, "BPA provides the tools for all of us to do a better promotion job," says Mr. Chernin. "Our current membership campaign is designed to call BPA's advantages to the attention of those engaged in broadcast promotion who are not now members of the association."

Copies of BPA's new folder, "What It Does, What It Offers YOU," are available from BPA.

Robert W. Sarnoff, chairman of the board, NBC, will be the keynote speaker at BPA's fifth annual convention, November 14-16, in New Orleans. BPA President, Gene Godt, announced that the convention will stress practical "how-to" sessions instead of formal presentations.

We have the . . .

CONFIDENCE

. . . in our solid-selling adult programming

LISTEN and COMPARE

at no cost

before you BUY the RICH SYRACUSE MARKET

YOU OWE IT TO YOURSELF YOUR CLIENT

Get the proof of WFBL leadership! Make a personal survey of station programming in Syracuse—by telephone. Call WFBL collect at any time of day or night to hear the live broadcast of the moment by any or all stations. We think you'll agree with local listeners and advertisers: the most enjoyable *good music*, the *best news reporting* in Central New York is heard on WFBL. It delivers the audience you want to sell. Listen, compare. Prove it to yourself. Phone *HOward* 3-8631 collect. Ask for Sponsor Listening Service.

WFBL RADIO

FIRST IN CENTRAL NEW YORK

5000 WATTS DAY AND NIGHT

Represented nationally by

George P. Hollingbery Co.

Station Goes to Resorts; Boosts Summer Listening

WOWO* Fort Wayne is following listeners to the lakes this summer, via special maritime mobile unit named the "Summer Sizzle Surrey." The "surrey' is actually a red and white sports car which roams the highways and by-ways in the lake regions of northern Indiana and southern Michigan, broadcasting summer "specials" to WOWO's audience.

WOWO labels these special reports summer "sizzlers." A recent "sizzler" was a broadcast of the WOWO "Beach Ball" from Lake James, where 12,000 vacationers participated in weekend festivities.

Listeners "on the go" tune in for special weather and fishing reports broadcast from the unit. Traveling companion for WOWO announcers is Miss Kari Aldrich, who appears at local events as "Miss WOWO Summer Sizzle."

To inform representatives and agency men of the promotion, WOWO mails cook-out equipment

periodically. The kick-off mailer was a pair of barbecue mitts.

New Pencils Carry Station's Call Letters Back to School

Pushing pencils is an activity not necessarily confined to office workers. Station KFWB Hollywood, Calif., has jumped into the pencil-pushing business by exchanging new—call letter imprinted—for old pencils from school children.

Old pencils go to schools in countries where the pencil supply is short. According to the station, Hollywood students sent in 15,000 pencils of every size and description during the first week of the promotion. Meanwhile, the station estimates that youngsters will be pushing 50,000 special KFWB pencils in classrooms next month.

Spills and Skills in Water Ski Show Attract Spectators

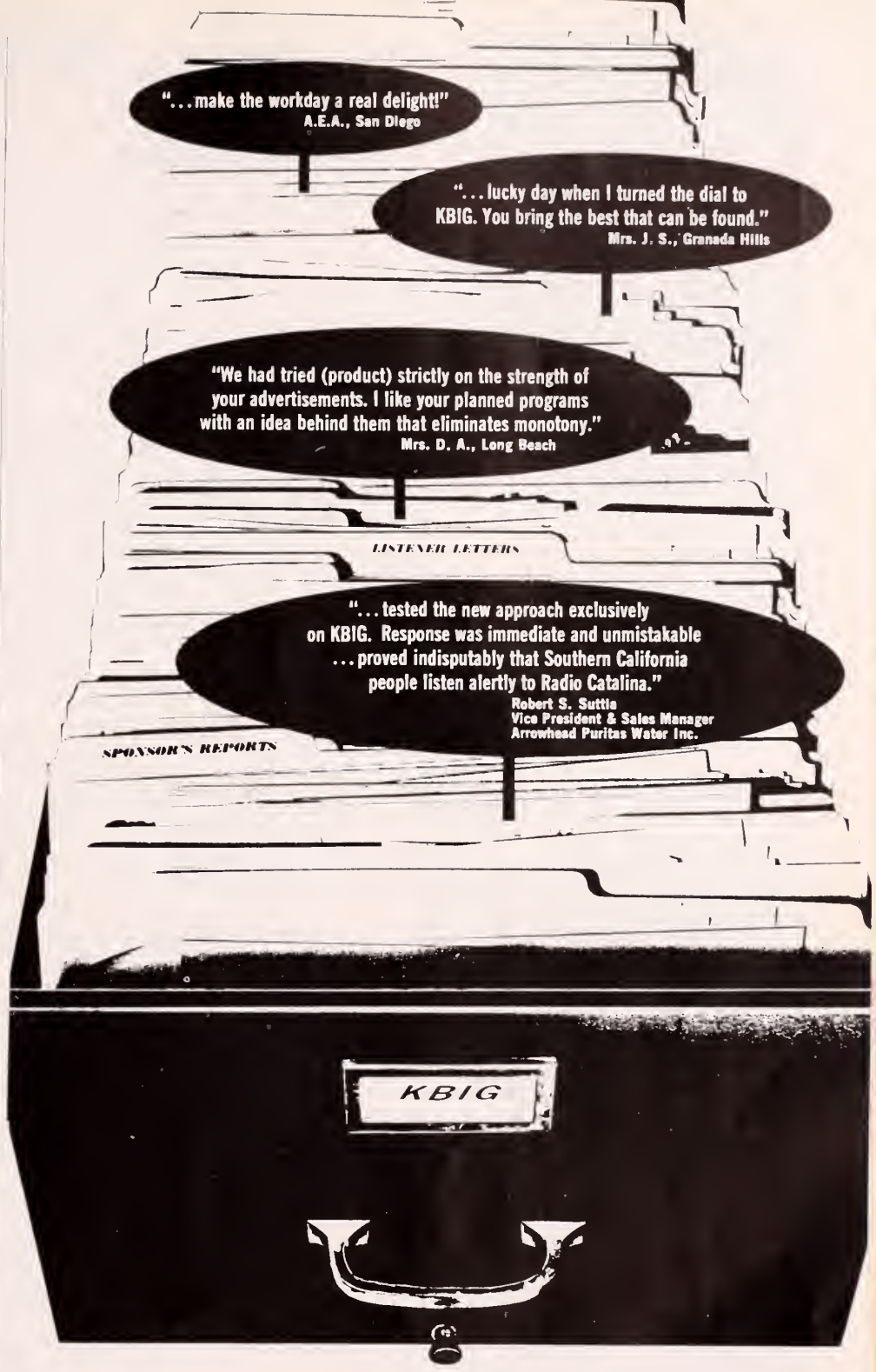
The "mighty" Mississippi River was recently the stage for a free water ski show along the river bank in St. Louis. Station KMOX* co-sponsored the affair for the third straight year in response to the requests of many of the station's listeners, according to Robert Hyland, general manager. KMOX cooperated with Downtown in St. Louis, Inc., to present the show, which the station reports has drawn as many as 125,000 spectators. Arthur Wright, executive director of the Downtown in St. Louis group, says the event serves as an ideal attraction for families in rural Missouri and Illinois to drive to St. Louis for a weekend of shopping and sight-seeing.

Vancouver Station Sparks Tourist Trade with Stars

Singer Frankie Laine appeared as special guest recently in the CKWX live talent show, opening event in the week-long "Salute to Tourists" celebration in Vancouver, B. C. Singer Laine received a special citation for his efforts in behalf of cancer crusades.

The week's festivities wound up with "Air Force Day," an exhibition of flying skill by the Royal Canadian Airforce. CKWX broadcast the event to its radio audience. • • •

*Denotes stations who are members of BPA (Broadcasters' Promotion Association)



performance-rated

...365 days a year. And by people who really count! Listener letters and sponsor reports daily endorse (in depth) the popularity and sales power of FRESH AIR programming... an unaided, unsolicited sampling of the attention and respect your advertising gets from a responsive, high-income audience everywhere in Southern California. Isn't this, after all, also a reliable indication of profitable radio coverage?

Radio Catalina 740 kc/10,000 watts

John Poole Broadcasting Company, Inc.
6540 Sunset Blvd., Los Angeles 28 • HOllywood 3-3205

NATIONAL REPRESENTATIVE: WEED RADIO CORP.

KBIG

NEWEST IN A COMPLETE LINE OF RCA TRANSISTORIZED AMPLIFIERS



TYPE BA-34A

10-WATT

MONITOR AMPLIFIER

requires only half the space— 30% of power

Here's a compact monitor amplifier with overall performance equal to earlier models, twice the size. Full 10 watts output with excellent frequency response and very low distortion. High-gain permits operating from output of low-level microphones. Plug-in mounting. Standard input and output terminations.

Write to RCA, Dept. K-337, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Ltd., Montreal. Also ask about BA-26 Turntable Preamplifier, BN-6A Remote Amplifier; also coming . . . a new small Preamplifier BA-31, and Program Amplifier, BA-33.

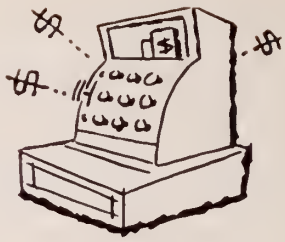
RADIO CORPORATION of AMERICA

Tmk(s) ®

RCA

HOMETOWN, U. S. A.

radio registers



TRAVEL BUREAU

Wagenaar Travel Bureau put on a concentrated effort to promote a tour to Honolulu. The firm purchased a two-week spot campaign over WLAV Grand Rapids, Mich., using 30 announcements a week. Despite the fact that the tour cost over $600, according to the station, the travel bureau received more than 100 inquiries and 28 confirmed reservations in one week. As a result of the campaign's success the travel bureau decided to use radio throughout the rest of the year, reports the station.

CHAIN STORE

In order to help promote a special sale, the J. C. Penney Co. bought a heavy spot saturation campaign on KOBY San Francisco. The announcements were concentrated in a two-day period. Spending $300 for air time in the 48 hours covered by the sale, J. C. Penney reported that two out of three purchases made were directly attributed to the radio messages, according to the station.

DEPARTMENT STORE

Fowler, Dick & Walker, Wilkes-Barre, Pa., sponsors the daily hour of "Symphony Music" over WYZZ (FM) from 9 to 10 p.m. The department store, says the station, has had consistent sales results from as far away as 100 miles. As an example, WYZZ states that in one afternoon, in a 20-minute period, the store sold one record player, one phonograph and one fm table model set, with all three customers mentioning their appreciation of the symphony hour.

CAR DEALER

Mer-Lin Motors, St. Thomas, Canada, broadcast a program directly from its showroom over the facilities of CPL London, Ont., on a Saturday. Although the broadcast took place in a traditionally slow month for auto business, according to the station, the dealer was able to sell 40 cars on that one day. As a result of this performance, the station reports that Mer-Lin Motors signed a contract for 52 weeks of Saturday remote broadcasts, for a total of 388 hours of air time.

report from RAB

Retailers Urged to Prepare Back-to-School Campaigns

Back-to-school selling—thanks to an expanding economy and a baby boom that started in 1946—will be bigger than ever this fall. A nationwide survey by Fairchild Publications finds the majority of retailers bullish on back-to-school — many forecasting gains of 10 percent to 30 percent over a record 1959, the RAB reports.

Back-to-school selling, which has already broken big in most sections of the U. S., covers a considerable range this year. Retailers are out to sell clothing, luggage, radios, hi-fi's, stationery — you name it — to the country's 47 million returning scholars and their proud parents.

Because of three important factors affecting back-to-school selling, RAB considers radio "the medium best equipped to sell this record market of young people and their parents."

The bureau recently released a four-page newsletter — "The ABC's of Bigger Back-to-School Business" —which is or will soon be in the hands of thousands of local merchants. This newsletter tells retailers: "To get your full share of this big potential, your back-to-school advertising must meet all these requirements:

"A. It must select the right audience—the parents of younger children, plus the high school and college crowd whose personal influence on back-to-school buying is decisive.

"B. You must break your campaign by mid-summer. This is precisely the season when some advertising media suffer sharp declines, are read and watched by far less people than at other times of the year.

"C. Your advertising must be economical. Due to the crush of competition, you've got to hit more people for less money. You've got to be able to sustain a heavy advertising push through the entire back-to-school selling season."

RAB states: "Radio is the only medium which fits all three of these specifications exactly."

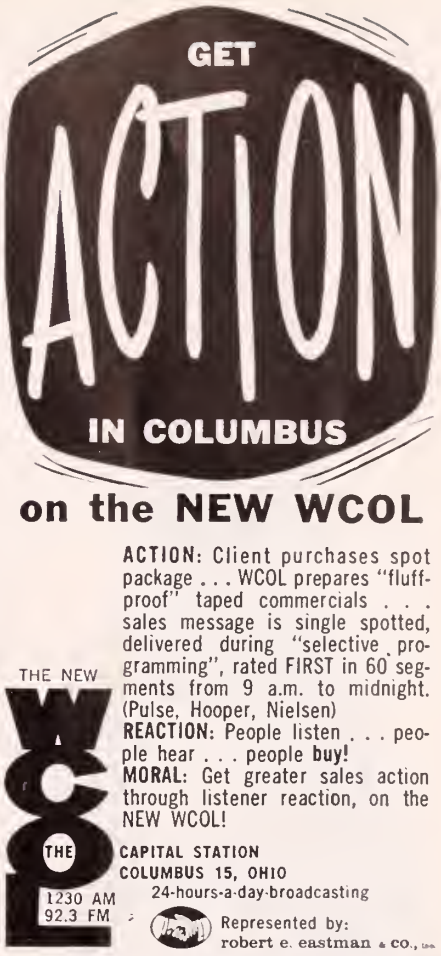
The important point that "radio covers all your back-to-school prospects" is documented with a report on the extensive radio listening of both parents and young people. According to the newsletter, "Parents of sub-teens and children are often under 10. Radio's impact on this younger parent has recently been surveyed in six major markets. These studies showed:

"95.6 percent of young homemakers with children, and 94.4 percent of young men (25-35) listen to radio every week."

The newsletter also reveals the depth and intensity of teen-age radio listening. It quotes Dr. Ernest Dichter of the Institute for Motivational Research, who called radio an "enormously effective medium for reaching the teen-ager market." • • •

RAB'S NATIONAL SALES TREND OF THE MONTH

A series of RAB calls on one of the nation's largest food producers resulted in their requesting bureau cooperation in a one-market test of their pickle line, the bureau states. A northeastern city was selected for the test and, based upon RAB research in the market, a radio proposal was submitted and accepted. The campaign is currently on the air. While radio's share of the budget is comparatively small, it gives radio a foot-in-the-door with a major account that has been inactive in our medium over the last few years. If the test clicks, the RAB says, we will shoot for many more of their products. . . . One of the nation's leading brewers, who recently moved into the East for the first time, is now on the air in four key markets, following the exact strategy proposed by RAB.





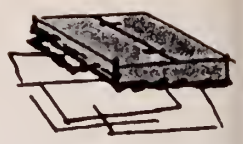


WORLD MUSIC FESTIVALS

Radio's grand tour of festivals here and abroad continues the CBS Radio Network commitment to great music through the summer months. Now in its fifth season, the series takes listeners to Salzburg, Bergen, Bayreuth and many other notable gatherings of the world's foremost musicians. In all radio, the World Music Festivals are the kind of company you keep . . .

ONLY ON CBS RADIO

report from representatives



Representative Broadens Scope Of Local Market Information

A growing number of manufacturers are becoming increasingly aware of the importance of the fact that every national or regional product is eventually sold locally, and subject to most of the conditions peculiar to each individual market. As a result of the acceptance of the theory that "all business is local," many firms increasingly are turning part of the responsibility for placing campaigns for nationally advertised products in the hands of local distributors and brokers.

Radio's ability to make nationally distributed merchandise a "member of the family" has long ceased to be a matter for discussion. However, with national advertisers becoming increasingly conscious of local market problems, stations and representative firms are expanding the scope and depth of the individual market data and mechandising assistance that they are making available to advertisers and their agencies.

New Operation

As an example, on the West Coast the firm of Feltis/Dove/Dever/Cannon, Inc., Seattle, recently added a marketing division to its operation. In discussing the emergence of local distributors and brokers as "consultants in the placing of campaigns for nationally advertised products," Hugh Feltis, president of the firm, says, "we feel that the interests of stations can best be served by providing these brokers and distributors with marketing and merchandising counsel tailored to their specific sales and distribution areas."

The marketing division, according to Wynn Cannon, vice president, marketing services, concentrates on acquainting the advertiser or his agency with the specific individual qualities of a market as it relates to the product. In order to obtain local data that is accurate and avoids generalities, Mr. Cannon says, Feltis/Dove/Dever/Cannon maintains a marketing man to study the movement of given products in specified markets.

"He works closely with local brokers and distributors, gathers first-hand information: Retail price, in-store displays, turnover, comparative sales figures, brand image. Thus," it is pointed out, "he gets a realistic picture of the product 'personality' necessary to determine an effective sales approach. His information is coordinated by the marketing division's staff. The results are then presented in a brochure to the advertiser or his agency."

When the on-the-air campaign starts, it is explained, the local station's staff uses the marketing information from the representative to support the commercial messages with intelligent merchandising aids to the retailer. For example, during a recent campaign for a national brand in Yakima, Wash., a station received cooperation from nine Super Duper supermarkets, two Layman markets, three Serve-U's, two Thriftway supermarkets and four independent grocers. Many stores gave newspaper tie-ins. Letters to 125 stores in Yakima and surrounding cities received good response, and cooperating stores were contacted for tag-line information, according to Mr. Feltis.

Important Link

The firm considers its new marketing division an important link in the distribution of goods from the manufacturer to the consumer. A station in the small-to-medium regional market, Mr. Feltis explains, is the advertising medium closest to the consumer before point-of-purchase display. The current market data from the representative, gathered by local people with first-hand knowledge of their markets, helps the station to play a larger part in moving national products from store shelves to homes. • • •

report from agencies

Agency Executive Calls for New Ideas to Combat Listener Apathy

Calling attention to what is described as the "existence of an 'iron curtain' of consumer apathy and indifference," Marvin S. Cantz, of Tilds & Cantz Advertising, Los Angeles, feels that the broadcaster, advertiser and agency must come to grips with the problem.

Speaking before the Southern California Broadcasters Association, Mr. Cantz says "The job of converting a radio audience into customers is a creative function. This responsibility must be shared equally by all of us . . . agencies and broadcasters alike. What we do, as advertising agencies, to fill every empty minute of air time we purchase will largely determine the consumer's reaction to the product. But remember, what broadcast people put on either side of the precious minute of air time will also influence the consumer's attitude toward the product."

Mr. Cantz believes that advertising and broadcasting have fallen into a dangerous pattern of conformity. He states that "Today, new ideas are desperately needed . . . new concepts in programming that help to build consumer trust, faith and confidence in radio's voice, and at the same time, in the advertisers it represents. This is one of the basic ingredients for effective consumer advertising and selling . . . audience ratings notwithstanding.

"The effectiveness of advertising," he continues, "as a companion to sales will depend largely on the selling 'climate' that broadcasting creates for the listener as well as the advertiser. In the months and years ahead, I suspect that more advertisers will be insisting on a quality environment for their advertising, even to sell to the mass market."

The agency executive goes on to elaborate on his point that the "climate" created by a radio station is an essential element in the success or failure of a radio advertising campaign. Mr. Cantz says that "penetrating the barrier to consumer sales seldom begins or ends with the sponsor's message or his program. In radio, it begins the moment the listener dials his favorite station . . . and it ends the moment he turns it off. The total impression of what is heard during that time will influence the public, and product sales, as well as the value of advertising and broadcasting.

Need Fresh Ideas

"If every radio station would at least experiment with some really fresh, constructive ideas; if we could stimulate a little more leadership and less followship; if we could break the chains that make us conform to so-called established patterns of mass communication, we might then begin to de-congest a lot of ears, and make almost every radio station an indispensable force in the community, and considerably more effective as an advertising medium."

As a start to making changes that he feels necessary for the growth of broadcasting and advertising, Mr. Cantz suggests that both groups revise some of their thinking about the mass audience. "Let's not invariably appeal to this mass audience," he states, "as if it were one, huge, indefinable blob . . . having the same likes and dislikes, the same attitudes, the same habits, the same ambitions and the same needs.

"This is a very crucial period for advertising as well as broadcasting. What we do in the next year or two is likely to have an indelible effect on all of us. The degree to which we succeed in penetrating the 'iron curtain' that surrounds the consumer with a hard shell of sales resistance will, unquestionably, depend on what we do now to interest more listeners in listening," Mr. Cantz concludes. • • •



SUSPENSE

An ideal selling climate results when a program creates intense audience attentiveness. And, for 15 years, Suspense has been fulfilling this objective as it presents tales of terror uniquely suited to radio's imagery. Part of a Sunday line-up of Gunsmoke, Johnny Dollar and Have Gun, Will Travel, advertisers find their messages develop a special impact in such a sales setting. In all radio, Suspense is the kind of company you keep...

ONLY ON CBS RADIO



NOW . . .

Reprints of selected articles and features in U.S. RADIO are available in the above form. Other articles and features in U.S. Radio can be reprinted for your use at nominal cost.

For complete details write—

Reprints
U.S. RADIO
50 West 57th Street,
New York 19, N. Y.

report on FM

Fm Radio Gets Results For Hi-Fi Manufacturer

"We must make sure that our advertising dollar works for us with optimum efficiency. It is for this very reason that we have been spending 25 to 30 percent of our ad budget on fm radio since 1957."

The above statement was made by Clifford Shearer, director of marketing for the Rek-O-Kut Company, Inc., Corona, N.Y., manufacturers of high fidelity turntables and tone arms. "We began to give serious consideration to using fm radio," he says, "in 1956. The national high fidelity consumer publications appeared to have reached the peak of their readership. Our objective was to broaden the base of our market by reaching a new group of potential customers for component high fidelity systems.

"We decided that anyone with a strong interest in music would be a likely prospect for our products. The average fm listener seemed to fit nicely into this category. Another plus factor, as far as we were concerned, was that anyone who at least had an fm tuner had already made a start in assemblying a component system. This would make our selling job a little easier."

Rek-O-Kut put its theory into practice in 1957, and started a spot campaign on a station in New York, one of the key markets. Looking for some approach in the spot announcements that would be in character with the company's merchandise, a portion of each 60-second message included test tones which would enable the listener to check on the efficiency of his equipment. The campaign ran for 52 weeks, with four spots being aired five days a week.

"We used dealer tags on each spot," Mr. Shearer points out, "and we found that this was a very important and successful way of 'buying' dealer enthusiasm for our products and our promotional efforts. Since dealer loyalty is especially vital in the highly specialized and competitive component industry, this was by no means an insignificant fact.

"In 1958, we switched from a spot approach and decided to sponsor the *Rek-O-Kut Hour*. We maintained a strict policy of not interfering with the content of the program, leaving that to the musicologist who acted as the hostess of the show. We also found that our commercial message, which was often of a general educational nature, was most effectively done if we merely furnished fact sheets and background material and permitted the hostess to tell our story in her own words and style."

At the same time, Rek-O-Kut decided to use fm radio in the San Francisco market. The same technique used in New York was followed. A spot campaign was aired initially, and then a 30-minute show, five days a week. Of course, all announcements carried local dealer tags. "We saw an early and substantial increase in sales in the San Francisco area," Mr. Shearer says. "Since fm radio was the only local advertising we were doing, we attributed this rise in sales directly to our fm activity."

Another major high fidelity component market is Los Angeles. "The situation in this area was a little different, it is pointed out. "The automobile is used extensively, and we felt we wanted to be able to reach this mobile audience. Therefore, we bought time on an am-fm station. In order to get the fullest advantage of this situation, we also decided to broadcast in stereo.

"The program was aired five days a week from 7 to 7:30 p.m. And we are convinced that it played a significant role in boosting Rek-O-Kut's 1959 sales by 60 percent in the Southern California area. Incidentally, the show was selected by columnists in the area as the best classical music program of the year." • • •

QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND



QUALITY IN ARCHITECTURE IS REPRESENTED BY CONNECTICUT'S STATE CAPITOL IN HARTFORD, DESIGNED IN 1871 BY RICHARD MARSHALL UPJOHN. A FEW RODS AWAY, THE CORNING MEMORIAL FOUNTAIN REFLECTS QUALITY IN SCULPTURE.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN BROADCASTING HAS BEEN THE HALLMARK OF WTIC RADIO FOR THREE AND ONE-HALF DECADES.

WTIC

WTIC 50,000 watts HARTFORD, CONN.

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

— Advertisement —

For Members of Advertising Agencies and Advertisers, this summer project: Pulse invites all users of Pulse data, subscribers and *non*-subscribers alike, to participate in a rewarding project closing September 1. Just answer . . .

"HOW I USE PULSE DATA TO SOLVE A SPECIFIC PROBLEM." A letter of around 400 words will do, no thesis! And a committee of experienced judges will pick the 20 best answers, announce who won what Oct. 1, as Pulse enters its 20th year of service:

- Frank G. Boehm, Vice President Research-Promotion-Advertising Adam Young Companies
- Daniel Denenholz, Vice President Research-Promotion The Katz Agency, Inc.
- W. Ward Dorrell, Vice President Research director, John Blair & Co. Blair TV, Blair Television Associates
- Robert M. Hoffman, Director Marketing and Research Television Advertising Reps.
- Lawrence Webb, Director Station Representatives Ass'n, Inc.

#1

$500 Cash Award—Uncle Sam's own engravings for your spend-it-yourself use

#2

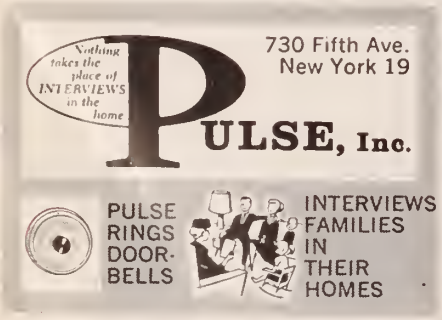
$349.95 Handsome RCA Console TV, the Chadwick, 21-inch, twin-speaker model

#3

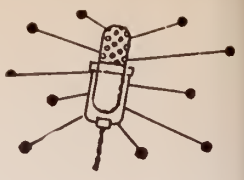
$275 magnificent all-transistor Zenith portable; supersensitive, 9 wave-bands

And 17 Bulova Bantam Radios, the tiny $41.95 pocket-size, "jewelry-designed" gold and ebony model, only 3¼ x 2¼ x 1" in handsome gift case. Precision-crafted, 6 transistors, 6 oz., including mercury battery. Big set-volume—amazing!

"Nothing to buy — no boxtops." Get your entry certificate and details now from Pulse, 730 Fifth Avenue.



report from networks



► ABC:

As a forerunner of a number of contemplated changes at the network, a new 55-minute daily afternoon program featuring popular personalities in brief features is scheduled to go on the air October 3, according to Robert R. Pauley, vice president in charge. Entitled *Flair,* Mr. Pauley says that the program is "designed to appeal to the young adult housewife, and will complement Don McNeill's *Breakfast Club.* Each segment will last no more than a minute-and-a-half, and with introductory remarks, music, etc., will total only two-and-one-half minutes."

In order to create and maintain high interest, reports James Dunn, the network's national sales director, the show will not follow a rigid format with certain set features or personalities always being heard in the same time spot each day. Mr. Dunn also says that announcements will be rotated in order to reach as large an audience as possible. Early reaction from affiliates has been very favorable, according to ABC.

On the business front, ABC reports contracts from 14 new accounts, including Ald, Inc.; Johnson Motors; Tan-O-Rama; Bristol-Myers, AFL-CIO. Included among the reported renewals are Frigikar Corp., J. A. Folger and the Cadillac Motor Car Division.

► MBS:

The two national political conventions apparently had strong local sales appeal, according to Mutual. Frank W. Erwin, assistant to the president, reports that 308 out of the 382 Mutual affiliates reporting said that they had sold all their available time, with 57 showing majority sponsorship and 19 half-sponsorship.

Charles Godwin, MBS stations vice president, states that nine stations joined the network last month. Mr. Godwin points out that Mutual "is now providing daily service to 140 radio stations that never before had had any major network affiliation. The new affiliates are: KDUB Lubbock, Tex.; WEEP Pittsburgh; WHBO Tampa, Fla.; KJOE Shreveport, La.; KOKX Keokuk, Ia.; WGEA Geneva, Ala.; WPTX Lexington Park, Md., and WMSR Manchester, Tenn.

► CBS:

With public interest in politics still high, the network earlier this month broadcast the tv interview with Walter Lippmann which received wide critical acclaim. Called "Lippmann on Leadership," Mr. Lippmann discussed a wide variety of subjects, including President Eisenhower, Harry S. Truman, the Soviet Union, Berlin and Red China.

Striving to live up to its title, the recently inaugurated five-day-a-week program *Best Seller,* is currently dramatizing "Water of Life," by Henry Morton Robinson. With the novel making its appearance on national survey charts almost immediately, the CBS daily strip had the first installment on the air one month after the publication date.

► NBC:

The possibility of face-to-face debate on national radio and television hook-ups between the Republican and Democratic presidential candidates has become a reality this fall as the result of an invitation by Robert W. Sarnoff, chairman of the board of NBC. Two other networks also made similar offers.

He telegrammed both Richard M. Nixon, Republican choice, and John F. Kennedy, Democratic nominee, asking them to appear on *The Great Debate,* a series of eight hour-long programs on NBC.

Both Mr. Nixon and Mr. Kennedy appeared willing, subject to discussions on the format of the debates. • • •

report from Canada

BBG to Hear Changes in Rules On Radio Programming, Advertising

Radio regulations governing Canadian stations will come up for revision this fall, according to Dr. Andrew Stewart, chairman of the Board of Broadcast Governors. He says that BBG committees will confer on proposed changes in September. Public hearings are scheduled after these proposals have been examined by the committees of the board.

In considering proposals for amendments to the radio code, Dr. Stewart emphasizes that the board is especially interested in helping Canadian stations raise their standards of programming. In support of this interest, he predicts that rules relating to programming, and specifically Section 11, will be discussed at length. Section 11 refers to the use of live talent on radio programs. Changes in this section are expected to encourage participation of local personalities on the air.

Another factor pressing the board for a review, Dr. Stewart tells U. S. RADIO, is that until July 1 both radio and television stations subscribed to the same set of regulations. On that date, the Radio (Tv) Broadcasting Regulations became effective for television stations only. Thus, he explains, Canadian radio stations, although they have their own code, need to examine it to accommodate changes in the industry.

In a recent speech before the Western Association of Broadcasters meeting in Banff, Dr. Stewart told his audience: "With the passing of the Broadcasting Act soon after the organization of the BBG in November, 1958, the Radio Broadcasting Station Regulations of the Board of Governors of the CBC continued to apply. Following public hearings, these regulations were adopted, with some minor amendments, by the Broadcast Board of Governors."

These same regulations have undergone no further revision since that time. The television regulations now in effect represent the only major change to date, it is pointed out.

Commercial practices of radio stations will also be discussed, according to Dr. Stewart, but the exact nature of proposed revisions in this area has not been disclosed. However, he feels that this is one area in which the board has experienced difficulties because of the stations' interpretations of various regulations. Existing rules will be clarified and administrative responsibilities more clearly defined at the hearings next month.

Dr. Stewart, in his talk to broadcasters, refers to action sought by the Canadian Broadcasting Company to clarify rules governing its relations with affiliates. "We understand that the Corporation (CBC) may wish to present to the board proposals for revision of their affiliation agreements with radio stations. This would lend some urgency to revision of the radio regulations," says Dr. Stewart.

He emphasizes the growth of broadcasting in Canada, citing the need to re-evaluate regulations in light of this growth. "The applications for new investments in radio facilities reflect confidence in the future of this medium," he says. "The board has lent its support to developments in broadcasting and to proposals calculated to improve the general quality of programming."

The BBG chairman called on broadcasters to participate in the public hearings, reminding them that "the board must operate under the conditions and directives imposed on it by legislation. The board lacks the necessary authority to take action in situations not covered by regulations." • • •

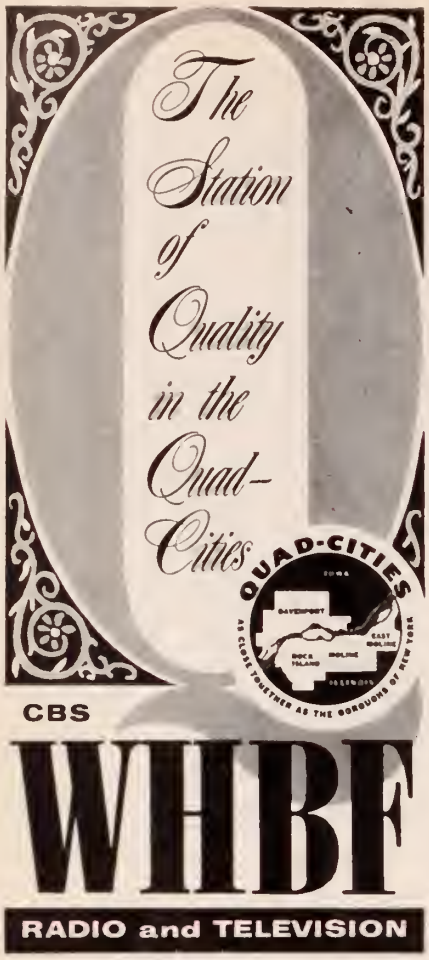


A SILVER SPOON IS NOT ENOUGH

She may be born with "advantages" and raised with love—but there still can be plenty lacking. That is, if the school she goes to isn't good enough. Crowded classrooms, unqualified teachers, outdated equipment, inadequate curriculum—any one of these can shortchange your child's education and her future. Look into the quality of the schools she'll attend—work through your local committees or your School Board for their improvement. Doesn't she deserve the best?



FREE BOOKLET! Measure the *quality* of education offered in your child's school. Find out how it compares with the best in the country...how you can make it better. For your copy—and free guidance on many school problems—write: **Better Schools, 9 East 40th Street, New York 16, New York.**



In LOUISVILLE
the Big Change is to
WKLO
no. 1 ...*Nielsen*

Total four weeks—3-hour average
6 a.m.-6 p.m. M-F

	WKLO	Sta. B	Sta. C
July-Aug.	14.4	38.6	21.7
Nov.-Dec.	38.3	29.5	26.2

Nielsen Nov./Dec. '59

And, more quarter-hours gained than any other station!

	quarter-hour increases	decreases	no change
WKLO	59	6	7
Sta. B	19	52	1
Sta. C	29	37	7

Pulse Nov. '59

For details and availabilities, see . . .

robert e. eastman & CO., inc.

radio research

Nielsen's NCS '61 Radio Survey to Sample 375,000 Families

Not having issued a national circulation study for radio since 1956 (NCS #2), the A. C. Nielsen Co. is in the process of making final preparations for its recently announced new radio survey. Designated NCS '61, the research firm explains that the radio measurement will include out-of-home listening and will report total radio circulation for each U. S. county in addition to the individual station audience figures.

Results of the survey will be based on returns from a nationwide sampling of approximately 375,000 families. "These homes," it is pointed out, "have been selected to represent a cross-section of the total family population in each county. . . . A sytem of controlled mail balloting will be employed until a minimum of 50 percent of the sample has replied from each county."

What Study Will Show

When the study is completed, Nielsen says that it will provide:

- The number of homes and receiver equipped homes in all areas of station influence.
- The number and percent of receiver homes that listen to each station during significant periods of time. (Monthly, weekly, daily station circulation.)

Mid-October to mid-December has been selected as the period during which the survey will be conducted. In explaining why these dates were selected, it is pointed out that "Coverage studies are neither completely transitory nor permanent. They should represent average conditions that are neither peaks nor valleys in listening, 'typical' of the commercial use of the medium. Late fall meets these conditions."

A family receiving the radio ballot will be asked general questions about the members of the group and how much they use radio. The question on actual station listening will be specific and require the listing of call letters of all radio stations tuned to both "in-home and out-of-home during the past month or so."

When the station list has been completed, a Nielsen brochure states, respondents will then check their frequency of listening before and after 6 p.m. "The answers to these questionnaires are the sources from which NCS reports market coverage by stations and weekly and daily daytime and nighttime penetration levels and circulation totals.

"The station balloting, on the above basis, is controlled separately for each of some 3,000 counties which will be individually measured. The small rural balance will be clustered in groups of two or three counties to yield significant population groups."

Each NCS station report will include detailed information on "market data, NCS market coverage and NCS day part circulation." Market data, it is explained, refers to the total homes and radio homes in the area as of April 1960 from the current U. S. Census. The NCS market coverage will show estimated homes using a station at least once a week regardless of day.

The term NCS circulation "is applicable to the estimated number of homes reached by a station separately for daytime and nighttime programming and reception. These circulation counts, in turn, will also be expressed as a percentage of receiver homes."

Nielsen expects to release the radio data as soon as complete 1960 census county-by-county ownership figures are available for tabulation. The expected delivery for the radio NCS '61 is midsummer, 1961. • • •

Coke and the 'Copter

give a cheerful lift to Atlanta motorists



Home base for "traffie-copter" is helipad installed by Atlanta Coca-Cola Bottling Co. atop their building in downtown Atlanta.

A sure formula for community acceptance is at work when a responsible station and a civic-minded sponsor join hands to perform an urgently needed public service. The Atlanta Coca-Cola Bottling Company and WSB Radio do this by providing helicopter traffic reports for motorists and the Atlanta Police Department.

A uniformed police officer flies beside our reporter as the 'copter cruises above rush-hour traffic arteries . . . and thousands of car radios hold firm on 750 for reports on bottlenecks ahead, possible hazards, and guidance to more open routes. Helicopter service plus WSB's auto traffic patrol rounds out one of the best radio good-will builders anywhere.

WSB Radio

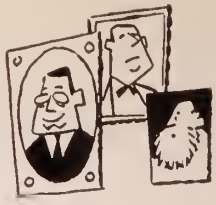
The Voice of the South / Atlanta

Represented by

Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

names and faces



Noting the Changes Among The People of the Industry

AGENCIES:

Betty Mandeville McGarrett moves to Ogilvy, Benson & Mather Inc., New York, in the program unit of the broadcast department. She formerly produced and directed *The FBI in Peace and War, Crime Doctor* and other programs.

E. J. Lewinski elected v.p. of M. M. Fisher Assoc., Chicago. He will continue as director of merchandising.

Francis C. Gillon moves to Hume, Smith, Mickelberry, Miami, as radio and tv director, from Ambro Advertising Agency, Cedar Rapids, where he was v.p. and account executive.

Norman H. Stouse becomes chief executive officer of J. Walter Thompson Co., New York, succeeding **Stanley Resor** who continues as chairman. **Henry C. Flower, Jr.,** and **Samuel W. Meek** continue as vice chairmen.

Wilber B. Downes, Donahue & Coe, Inc., New York, elected vice president.

Robert F. O'Brien becomes president of Hicks, Greist, & O'Brien, Inc., Boston, new agency formed by merger of Hicks & Greist, Inc., New York, with Robert F. O'Brien and Co.

STATIONS:

William Codus, Winston Kirby and **Leonard Levitt,** appointed to national sales division of WPAT Paterson, N. J. **John Thorsen** becomes midwest sales manager in charge of WPAT's new Chicago office.

Marc Bowman, former operations manager of KPQ, Wenatchee, Wash., moves to KGMG-FM Portland, Ore., as station manager.

A. B. "Bill" Hartman becomes sales manager for WBZ Boston after being sales manager at WICE Providence.

John R. Canty named station manager of WCCM and WGHJ(FM), Lawrence, Mass., after serving as commercial manager for WCCM.

Kenneth L. Ross appointed account executive at KFMB San Diego.

James K. Ward to WGAR Cleveland as sales promotion manager. Formerly with the Cleveland Plain Dealer's promotion department, he will replace **Dale F. Palmer** who moves up to national sales manager for WGAR.

William Venell, former assistant sales manager at WHO Des Moines, moves to WPBC Minneapolis-St. Paul as national sales manager.

Elmer O. Wayne named general manager of KGO San Francisco, leaving post as general sales manager of KFI Los Angeles.

Alfred N. Greenberg, formerly director of advertising and public relations for TelePrompTer Corp., to CBS Radio as manager of stations promotion services for CBS owned radio stations.

Dorothy Abbott appointed station manager of KNDI Waikiki, Hawaii. She was formerly promotion director of KANS Kansas City, Mo.

Thomas R. Nunan Jr. joins Crosley Broadcasting Corp., New York, as director of marketing communications. Nunan was formerly manager of Steinman Stations, Lancaster, Pa.

Al Racco named general manager of KLAC Los Angeles.

Perry S. Samuels moves from account executive at WMCA New York to WBNY Buffalo as general manager.

Robert Churney, formerly sales manager at KGVO Missoula, Mont., promoted to station manager.

Lawrence Hannon moves to account executive for KFMB-FM San Diego from KHOG Fayetteville, Ark.

REPRESENTATIVES:

Richard O'Connell, formerly president of Richard O'Connell, Inc., and **Edward J. Devney,** president of Devney, Inc. form new firm under the name of Devney-O'Connell, Inc., New York.

Peter Allen, formerly with WXYZ-TV, appointed sales executive for John Blair & Co., Detroit.

David Simmons, formerly head of Simmons Associates, New York, joins Trand Associates, Inc. as v.p. in charge of station relations.

Joseph Fierro appointed to New York radio sales staff of Katz Agency Inc., coming from N. W. Ayer & Son, Detroit, where he was account executive.

John Walker moves from the Chicago office of Daren F. McGavren Co. to manage firm's new office in St. Louis.

Richard Jungers, formerly on the sales staff, WMAQ Chicago, now account executive for NBC Radio Spot Sales, Chicago.

NETWORKS:

Carl M. Watson promoted to director, continuity acceptance for NBC, where he was manager of that department since 1955. **Malcolm B. Laing** joins NBC as regional manager.


Greenberg


Racco


Abbott


Samuels

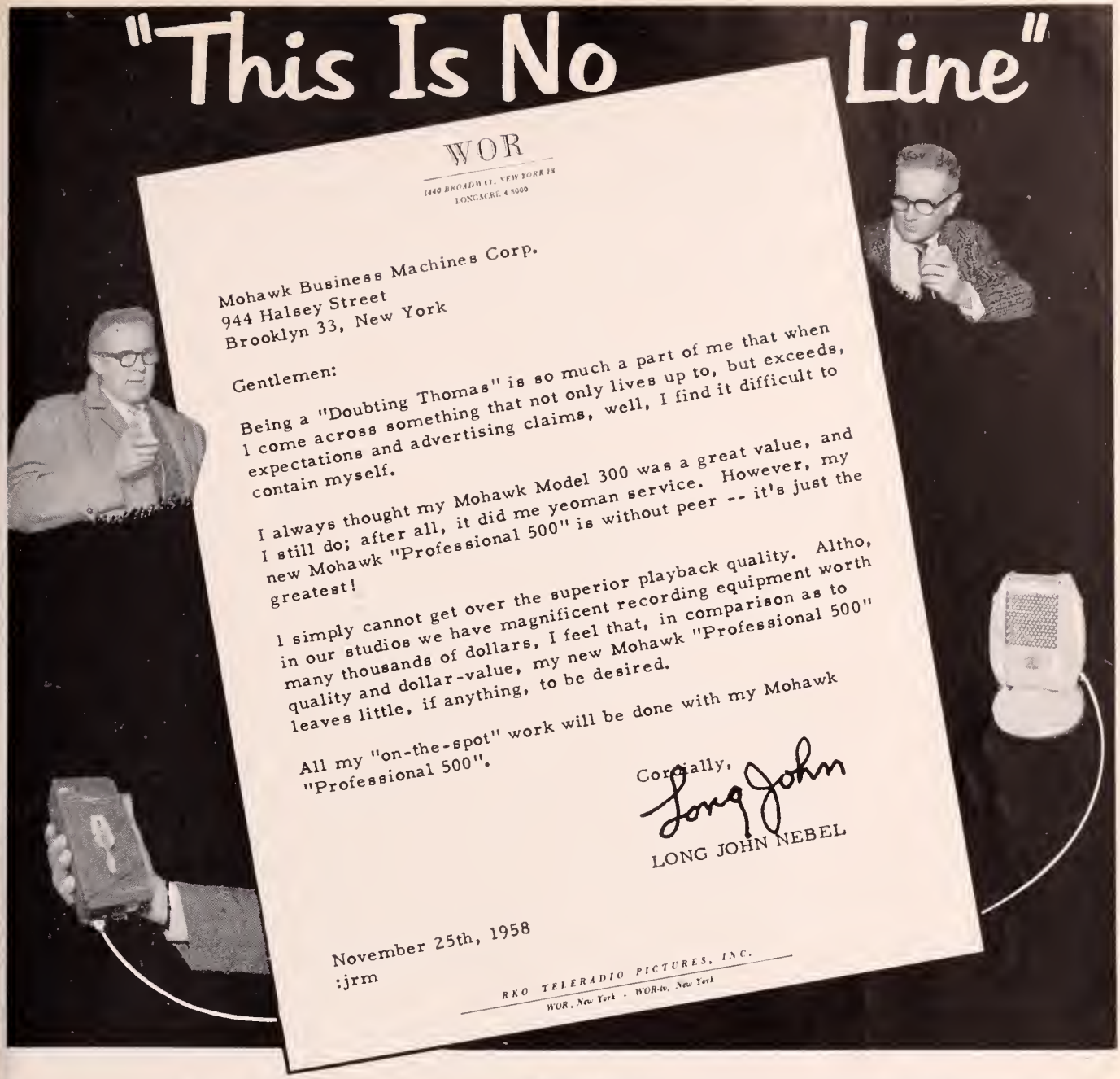

Fierro


Canty


Wayne


Allen

"This Is No Line"



FEATURES

- **Exclusive VU METER for distortion control**
- **TAPE SPEED: 3¾" per second**
- **WOW & FLUTTER: 0.3%**
- **FREQUENCY RESPONSE: 50-10,000; ± 3 db range 100-8000**
- **OUTPUTS: 2-One 10mw at 2,000 ohms; Two Zero VU at 600 ohms**
- **Requires NO ELECTRICITY**
- **Operates on a SINGLE battery**
- **Completely TRANSISTORIZED**
- **Weighs ONLY 3 lbs.**
- **All recordings can be MONITORED**
- **Optional accessories for every conceivable use**

MOHAWK midgetape PROFESSIONAL 500

World's First Broadcast Quality Pocket Tape Recorder

A Palm-size Engineering Masterpiece that instantly captures and records any conversation, music or other sound and plays it right back in rich, professional Hi-Fidelity quality for radio broadcasting — TV — and many other business and personal uses.

HEARING IS BELIEVING

For literature and a Free Demonstration in your office, write or phone

mohawk
business machines corporation
944 halsey st., brooklyn 33, new york telephone glenmore 5-9570

EDITORIAL



. . . new fm magazine

(See pages 23 and 24)

U. S. RADIO LAUNCHES *U. S. FM*

A cry has been heard around the country for some time that one of fm's greatest needs is more aggressive promotion support to tell its story and publicize its facts.

With this in mind, U. S. RADIO is launching a new 16-page, supplementary monthly magazine called U. S. FM. The idea has been in formulation for some time. But the straw that tipped the scale of action was the tremendous response from agencies and fm operators to the second annual U. S. RADIO fm issue which appeared in July.

This evidence was all that was required for anyone to realize that fm, problems included, is out to carve a personal identity for itself apart from other media.

FUTURE ROLE

It is the feeling of many in the field that fm is gunning for a position as a third air medium. In consideration of this point of view, and as editorial requirements demand, U. S. FM will expand beyond its initial 16-page size. The interest of agencies in fm has been made clear. We have maintained the position that it is up to fm to cash in on this interest.

This new fm-only magazine is designed for compactness and fast-reading. Its primary objective will be to keep those interested in fm informed every month on the latest developments and to guide them in their knowledge of the hi-fi medium.

Secondly, U. S. FM will serve as an idea magazine for the fm industry.

To these ends, appropriate editorial features have been planned. There will be an fm station key, which will list fm stations by call letters and city with the following information: National representative, programming key, market penetration, fm set count, number of counties covered and effective radiated power. The set count will be estimated and validated by stations and forwarded to U. S. FM through regular questionnaires.

A JOB THAT HAS TO BE DONE

In addition to other departments, the regular feature section of U. S. FM will be devoted to interpreting and analyzing significant developments in the field.

Features will evaluate advertiser or agency use of fm, will present detailed reports on research projects, contain interviews with agency executives, highlight trends in station operations and equipment developments or bring about an awareness of a problem and offer a solution.

During a given issue, the feature section may be any or all of these things.

It is with a great deal of pride of accomplishment and satisfaction in doing a job that has to be done that U. S. RADIO launches U. S. FM.

In these days of confusion . . .

. . . concerning "single," "national," "local" and "retail" rates, and flying charges and counter-charges of "rate-cutting" and "deals," the KSTP Gold Seal remains—as it has for 32 years—your pledge of honesty and integrity in the commercial operation of Radio and Television.



RADIO 50,000 WATTS **KSTP** **TELEVISION** CHANNEL 5

MINNEAPOLIS • ST. PAUL *Basic NBC Affiliate*

KOB AM-TV Albuquerque, New Mexico

W-GTO AM Cypress Gardens, Florida

Edward Petry & Company, Inc., National Representatives



RADIO 55

BUFFALO'S FIRST STATION

ESTABLISHED 1922 . . . 5000 WATTS

The finest sound in town — The finest sell in town

Serving Buffalo and the Niagara Frontier

Van Beuren W. DeVries — *Vice President and General Manager*
William P. Dix, Jr. — *Station Manager* Nat L. Cohen — *Sales Manager*

SYMBOL OF SERVICE WGR-AM 550 KC NBC BUFFALO, N.Y. · A TRANSCONTINENT STATION

TTC

WROC-FM, WROC-TV, Rochester, N. Y. · KERO-TV, Bakersfield, Calif.
WGR-AM, WGR-FM, WGR-TV, Buffalo, N.Y. · KFMB-AM, KFMB-FM,
KFMB-TV, San Diego, Calif. · WNEP-TV, Scranton—Wilkes-Barre, Penn.

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N.Y. 17

WASHINGTON 6 D C SUB
USR D5-19-39-1275-21R

...ers and sellers of radio advertising

RADIO

VOL. 4 — NO. 9

SEPTEMBER
1960

35 CENTS

MARKET
Quarter Outlook
New Buying Trends
page 21

...S' HARD SELL
...ge Firm Uses Radio
...stone of Campaign
page 24

...E OF AMERICA
...sion Underway,
...s Play A Part
page 28

...O TRADING
Brokers Have
Year in Radio
page 35



...obert Whitehead
Ellen's Jams
...s Almost All
...llars into Radio
page 32

WHO radio continues to dominate Iowa radio audience!

"Voice of the Middle West" serves America's 14th largest radio market

SURVEYS have measured the Iowa radio audience for 23 consecutive years. A new 93-County Area* Pulse Survey proves — as have all the others — that 50,000-Watt WHO Radio is again Iowa's most listened-to station.

Iowa radio families have again given WHO Radio a "clean sweep" with first place in *every week-day quarter hour surveyed*. Competition came from more than 85 other stations serving this area. In fact, 50,000-Watt WHO Radio's audience outstrips that of the next two stations *combined* during the three major week-day broadcast segments (6 a.m.-Noon, Noon-6 p.m., 6 p.m.-10:30 p.m.).

But these ratings tell only part of the story. They represent only 72% (625,000 of 865,350) of the radio families residing within WHO Radio's NCS No. 2 coverage area — America's 14th largest radio market. And in *all* this area, WHO Radio is an important voice!

WHO Radio reaches more people, more often and at *less cost* than any other station or combination of stations in Iowa. And, for a qualifying food or drug advertiser, WHO Radio offers Feature Merchandising services — operated and controlled by trained WHO Radio personnel. See your PGW Colonel about reaching *all* of Iowa *plus* lots more with WHO Radio!

*"Iowa PLUS" consists of the 137 counties in Iowa, Missouri, Illinois and Nebraska in which NCS No. 2 credits WHO Radio with 10% penetration.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., Representatives

BEST WAY TO EMBRACE THE NEW YORK NEGRO COMMUNITY...

"LIB" it up!



If ever two thoughts were synonymous—it's the New York Negro Community and WLIB.

Metropolitan New York has the largest Negro Community in America—1,494,000. And it's growing larger every day.

WLIB has by far the largest share of that growing community in Metropolitan New York. And its lead has grown consistently year after year.

You can't think of one without the other. WLIB is first in the Negro Pulse, first in Negro Public Service, first in Negro News. And it offers more Negro programming than all other stations in New York combined.

That's why more national advertisers place more business on WLIB than on any other station programming to this vital market—they know that WLIB has proved itself far and away the most effective buy. Get the facts. You'll agree it makes sense to re-evaluate your media schedule and "LIB IT UP".

HARLEM RADIO CENTER

WLIB

Hotel Theresa, 125th Street & 7th Avenue, New York 27, N. Y.

EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK

In these days of confusion . . .

. . . concerning "single," "national," "local" and "retail" rates, and flying charges and counter-charges of "rate-cutting" and "deals," the KSTP Gold Seal remains—as it has for 32 years—your pledge of honesty and integrity in the commercial operation of Radio and Television.



RADIO
50,000 WATTS

KSTP

TELEVISION
CHANNEL 5

MINNEAPOLIS • ST. PAUL

Basic NBC Affiliate

KOB AM-TV
Albuquerque, New Mexico

W-GTO AM
Cypress Gardens, Florida

Edward Petry & Company, Inc., National Representatives

Jeffersan Standard Broadcasting Company

WBT

CHARLOTTE, NORTH CAROLINA

REPRESENTED NATIONALLY BY
CBS RADIO SPOT SALES



COLE

the *Plus* of personalities



AGRESTA LEE BEAN MAYES NEWCOMB CURRY PATTERSON WARD AUSTIN McLEAN STAMPER

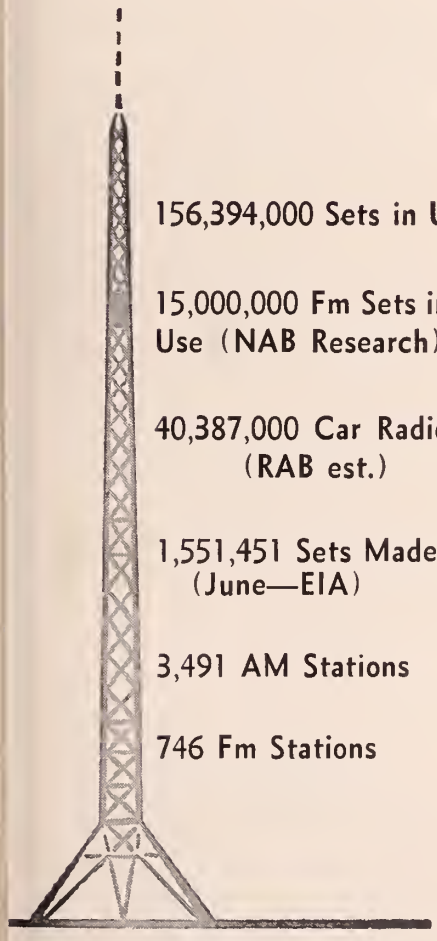
WBT radio personalities have a total of 203 years experience in radio; 128 years on WBT. Their smooth, professional performance creates the kind of reaction you want - - among the people you want.

WBT *adds up!*

POWER + PERSONALITIES + PUBLIC SERVICE + CREATIVITY + ADULT ACCEPTANCE



Radio's Barometer



156,394,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

40,387,000 Car Radios (RAB est.)

1,551,451 Sets Made (June—EIA)

3,491 AM Stations

746 Fm Stations

Spot: Local and national spot business have made impressive gains in the first six months of 1960, according to reports by member stations of the Southern California Broadcasters Association. The report indicates that national spot has continued an upward trend that began several years ago.

Network: Pepsi-Cola continued to hold its number one position among network advertisers for the third consecutive month in terms of total home broadcasts delivered, according to A. C. Nielsen Co.'s monthly index for the period ending July 10. The beverage firm made use of 716 broadcasts for a total of 342,418,000 home broadcasts delivered. Frito Co. moved into second place with 114,728,000 home broadcasts delivered as a result of 306 broadcasts. Third position was held by the R. J. Reynolds Co., which used 281 broadcasts for a total of 103,017,000 home broadcasts delivered. Pepsi-Cola also ranked as the leader in total commercial minutes delivered, the Nielsen report shows, with 120,035,000. General Mills followed with 246 commercial minutes aired for a total of 95,994,000. Third position was held by Metropolitan Life Insurance, with 66,427,000 total commercial minutes delivered and 105 commercial minutes aired.

Local: Increases in billings have been reported by two stations—WGN Chicago and KFAL Fulton, Mo. Gross revenue for the first six months of 1960 was 16.3 percent ahead of the same period last year, according to Ward L. Quaal, vice president and general manager of WGN. He says that June brought the highest gross radio billings in the history of the company, 5.3 percent higher than June, 1959, which was the record month last year. Robert Nickles, general manager of KFAL, states that sales for the month of July and the first half of August showed an increase of 25 percent over the same period in 1959.

Stations: The number of am and fm stations on the air at the end of July totaled 4,237, an increase of 13 (8 am and 5 fm) over the previous month.

	Commercial AM	*Commercial FM*
Stations on air	3,491	746
Under construction	593	72
Applications pending	115	196

Sets: Total radio production in June was 1,551,451, including 596,870 auto receivers, according to the Electronic Industries Association. Total radio production for the first six months of the year came to 8,524,520, including 3,323,092 auto sets. This production figure for the first half of the year corresponds to 7,107,586 sets produced during the first half of 1959. Total radio sales, excluding car radios, was 702,889; six month total was 3,878,358. This represents an increase of nearly 23 percent over the first half of 1959. Number of fm sets produced in June was 105,317. The six month cumulative total was 442,535. This represents almost a 100 percent increase over the fm sets produced in the first half of 1959.

KYW is way up in Cleveland!

...with the most extensive international, national and local news coverage in town. More people dial KYW for News than any other radio station in Cleveland.* KYW is your No. 1 radio buy in Ohio's No. 1 market.

*SPECIAL PULSE STUDY MARCH 1960

Represented by AM Radio Sales Co.
Westinghouse Broadcasting Co., Inc.

WBC



for buyers and sellers of radio advertising

U.S. RADIO

SEPTEMBER 1960 VOL. 4 - NO. 9

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Advertising:
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Whaley-Simpson Co.
700 Montgomery Building
San Francisco 11, SUtter 1-4583

% Edith K. Whaley
216 S. Vermont
Los Angeles 4, DUnkirk 7-6169 & 6160

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There's a new

t**WIST** to

good marketing

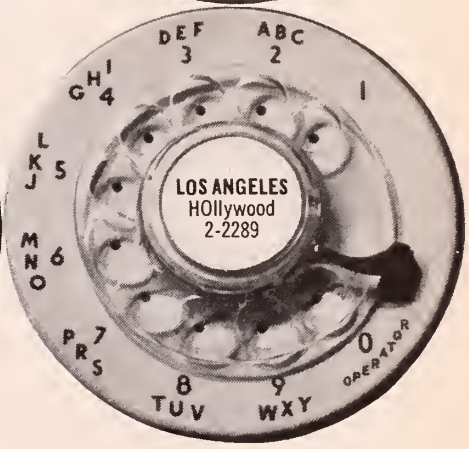
in **Charlotte**

"Queen of the Carolinas"





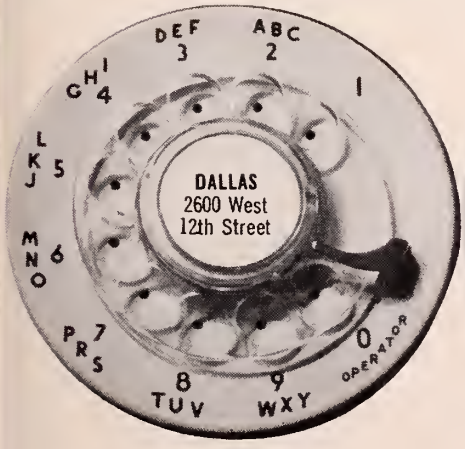




Effective September 1, 1960
Adam Young Inc. became exclusive national representative for **WIST**

Popular* radio and responsible radio in
Charlotte North Carolina's biggest market

**Second largest audience (Hooper, May-June)*



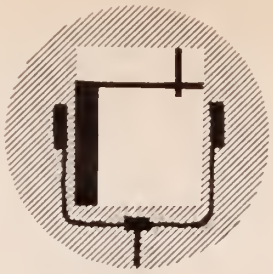






ADAM YOUNG INC.

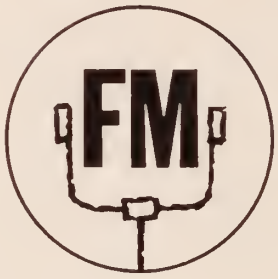
where creativity is the catalyst for growth



U. S. RADIO

For buyers and sellers of radio advertising

. . . AND NOW!



U. S. FM

Devoted exclusively to FM Broadcasters and advertisers

Two separate magazines that really cover the *whole* field of radio

One $5 subscription will bring you both magazines each month for one year. Simply fill out subscription form below and mail to:

Subscriptions
Arnold Alpert Publications, Inc.
50 West 57th Street
New York 19, New York

For future articles that really "dig" into the depths of radio broadcasting and advertising . . . be sure you see each monthly issue of U.S. RADIO and U.S. FM.

Enter Your Subscription Today

$5 for 1 year

Includes both U.S. RADIO and U.S. FM

Arnold Alpert Publications, Inc. *Subscriptio*
50 West 57th Street
New York 19, N. Y.

Please see that I receive each monthly issue of U.S. RADI and U.S. FM—both for one year for *one* subscription of $

Name _____ Title _____

Company _____

Type of Business _____

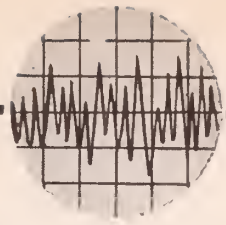
☐ Company or

☐ Home Address _____

City _____ Zone _____ State _____

Please Bill ☐ Payment Enclosed ☐

soundings



SRA Single-Rate Policy Brings Industry Reaction

Station Representatives Association is hard at work evaluating heavy response it received to single-rate proclamation. Many stations stated they intend to switch to the single rate, while others explained the success they have had with the one-rate policy. Still others defended dual standard. Because of the problems involved in changing from a double to single standard, many operators asked the SRA for advice (see *Optimism Grows for Fourth Quarter,* p. 21).

Negro Radio Assosiation To Engage in Research

Members of the recently organized Negro Radio Association are drawing up plans designed to focus more advertiser and agency attention on the multi-million dollar Negro market. The 29 charter radio station members of the trade association indicated that the group will engage in research and gather statistics and other facts about the market for use by members. Francis Fitzgerald, WGIV Charlotte, N.C., who was elected chairman of the board of directors, explains that membership in the association is open to all stations engaged primarily in programming to Negro people. Advertisers and station representatives will be eligible for association memberships.

RAB Study Shows How Radio Reaches Building Supply Market

A study of the building supply industry conducted by the Radio Advertising Bureau reveals that farmers, who are heavy radio listeners, account for 14 percent of annual sales in the lumber and building supply field. To support its claim for radio's effectiveness in reaching this market, the RAB report states that four out of five farm families listen to radio on an average day, and spend 26 hours and 40 minutes with radio during an average week. The report, aimed at building-supply dealers, also points to the potential of the suburban market and says that radio reaches 72 percent more suburban families on the average day than metropolitan newspapers.

Plymouth, Valiant to Get First 52-Week Radio Schedule

Competition among Detroit's auto makers, tough going into the new model season, may become tougher through the model year. N. W. Ayer & Son, Philadelphia, is setting up a 52-week radio schedule, the client's first, for the Plymouth and Valiant divisions of Chrysler Corp. The compact Valiant will get a 50-50 share of the schedule. The agency says it wants to make maximum use of radio's persuasive characteristics to produce a hard-selling campaign. Chief among them, the agency says, is the emotional impact that the dramatic delivery of the human voice can have upon a listener.

KYA to Try New Commercial Format, Will Report to Industry

In a move to embrace what it considers to be the most proper commercial practices, KYA San Francisco reports it has adopted a new 16-point program. Beginning September 15, the station says it will fix these policies: One sales message between musical selections; a maximum of 18 commercial units hourly (14 minutes, two 10's, two 30's or 20's); 20-minute protection; no per inquiry, percentage or barter business; no "call right now" continuity, among other items. Effective December 15, station will also go to one rate card. Results of program will be reported to industry.

U. S. Station Records Powers Trial on Moscow Radio Signal

A glimpse of radio's globe-circling ability was given last month during the Powers trial in Moscow. WBT Charlotte reports it taped the Moscow Radio broadcast of the trial, and ran portions the following day. A Radio Liberation news staffer heard WBT's broadcast and asked to borrow the station's tape. He explained that Radio Liberation's receiving monitors in New York were unable to tape the trial at the time of the Moscow broadcast.

QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND



QUALITY IN ARCHITECTURE IS REPRESENTED BY CONNECTICUT'S STATE CAPITOL IN HARTFORD. DESIGNED IN 1871 BY RICHARD MARSHALL UPJOHN. A FEW RODS AWAY, THE CORNING MEMORIAL FOUNTAIN REFLECTS QUALITY IN SCULPTURE.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN BROADCASTING HAS BEEN THE HALLMARK OF WTIC RADIO FOR THREE AND ONE-HALF DECADES.

WTIC

WTIC 50,000 watts HARTFORD, CONN.

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

time buys

American Tobacco Co.
Agency: *BBDO Inc., New York*
Product: LUCKY STRIKE

Additional buys are being made in some 50 large markets in the cigarette's current spot effort. All are minute announcements. Hope Martinez is timebuyer.

E. T. Browne Drug Co.
Agency: *Kenneth Rader Co., New York*
Product: PALMER'S SKIN SUCCESS

Skin care with this product, available as a soap or ointment, is now being promoted on 35 stations. Major concentration is on Negro stations in southern markets, plus multi-station buys in large northern cities with heavy Negro population. The campaign started September 6, and is slated to run through the end of the year. Announcements are all minutes.

Buitoni Foods Inc.
Agency: *Albert Frank-Guenther Law Inc., New York*
Product: MACARONI, SAUCES

Housewives in New England and on the West Coast are sought in radio spots now on the air. With a post-Labor Day start, the campaign will run through December 31. Minute ET's are logged anywhere from 7 a.m. to 1 p.m. As many as 10 spots a week are running on each station. Renewal of the schedule is expected in the spring, 1961. Timebuyer is Larry Butner.

Chap Stick Co.
Agency: *Lawrence C. Gumbinner Co., New York*
Product: FLEET's CHAP STICK and CHAP-ANS

Both products will use radio heavily beginning late next month. Number of markets will be determinted by the budget. Small markets will get 20 to 25 spots per week, larger markets anywhere from 40 to 60 spots according to size. Campaign will run 13 to 18 weeks. On network, Chap Stick has bought participations on NBC's *Monitor, Emphasis* and Morgan Beatty's *News of the World* from early October through mid-March.

E. I. duPont de Nemours & Co.
Agency: *BBDO Inc., New York*
Product: "TELAR" ANTIFREEZE

DuPont is spending an estimated $100,000 in spot radio to introduce this new all-purpose permanent antifreeze. Product introduction will begin late this month with some 30 spots a week on each station. Total campaign will involve 150 markets in multi-station buys. DuPont's Zerex will get about 10 percent of the radio budget. Starting dates are staggered to accompany the onslaught of cold weather in all markets. Timebuyer is Bob Syers.

Ford Dealers Associations
Agency: *J. Walter Thompson Inc., New York*
Product: AUTOMOBILES

With the announcement date set at September 29 for Ford's introduction of '61 models, schedules are being tightened up for 35 dealers associations. Starts are staggered according to markets, and schedules will vary in length from two to five weeks. Thompson's New York office is guiding the buying, except for dealers on the West Coast who will work with the agency's San Francisco office. Spots will be minutes, with traffic times preferred. Timebuyer is Bob Gorby.

General Foods Corp.
Agency: *Young & Rubicam Inc., New York*
Product: JELL-O

Capitalizing on the national election, Jell-O will promote its ticket of gelatine flavors with the slogan "Vote for your favorite flavor." The multi-station buy will be a one-week-only flight starting September 25. About 60 markets are considered for the campaign, featuring 20-second ET's on daytime and traffic schedules. Timebuyer is Ann Purtill.



NEGRO
Community Programming
+


SPANISH/PUERTO RICAN
Programming
=


of *Whirl-Wind* sales action
WWRL
NEW YORK DE 5-1600
*10:00AM-5:30PM
**5:30PM-10:00AM



Garry Moore

Moore fun. That's just what happens every Monday-through-Friday when Garry and Durward Kirby blend their special brand of informality and wit. Millions of listeners find Garry Moore immediately and immensely likable. No wonder sponsors find any friend of Garry's is a friend of theirs! In all radio Garry Moore is the kind of company you keep

Only on CBS Radio

General Motors Corp. AC Spark Plug Division

Agency: *D. P. Brother & Co., Detroit*

Product: SPARK PLUGS

Marking Detroit's heavy entry in spot radio, AC Spark Plugs will be advertised in 80 markets on at least two stations per market. Primarily listed during traffic hours, the spots will begin in late September for an eight-week campaign. Spots are all minutes.

General Motors Corp. Guardian Maintenance Division

Agency: *D. P. Brother & Co., Detroit*

Product: CREDIT

Traffic times are the order for this client, which sells credit for car repairs through local service stations. The schedule running in 75 markets last summer will be renewed this month using two stations per market. Campaign will spread over entire fourth quarter of 1960.

General Motors Corp. Oldsmobile Division

Agency: *D. P. Brother & Co., Detroit*

Product: AUTOMOBILES

For the first time Oldsmobile will pick up some fm stations in its 55 market introduction for the 1961 models. Going on two to three stations per market, Olds will use weekday schedules of 10 to 12 spots per week. Fm stations in approximately 15 top markets will get the nod. Starting late this month, the campaign will run four weeks. Three models will be featured: the "88," "98," and "F-85," Oldsmobile's compact car.

Grand Union Supermarket

Agency: *Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York*

Most of this advertiser's broadcast budget will go into radio for the final stretch of 1960. Schedules are now being tightened up in all Grand Union markets from Maine to Florida. Timebuyer is Roxanne Gordon.

Grove Laboratories Inc.

Agency: *Cohen & Aleshire, Inc., New York*

Product: 4-WAY COLD TABLETS

Radio spots for a 13- to 26-week campaign in 50 markets are being bought for an October start. Schedule will use specialized radio, primarily Negro and Spanish, in markets of assorted size. Live minutes will be the favored approach in this seasonal buy. Timebuyer is Bob Turner.

Charles Gulden Inc.

Agency: *Charles W. Hoyt Inc., New York*

Product "GULDEN'S" MUSTARD

Winding up a two-week flight that began August 29 in 35 markets, this product will be on-and-off the air in similar flights through the winter months of '61. The opening buy used from 20 to 25 daytime minutes per week in the top markets. All commercials are ET's. Doug Humm is the timebuyer.

Hamilton Watch Co.

Agency: *N. W. Ayer & Son, Philadelphia*

Product: WATCHES

October 24 is the start date for Hamilton's radio spots in approximately 80 markets. Heavy buying on fm stations will continue as in the past, with all-fm buys on QXR and Concert networks. Minute spots, announced by Kenneth Banghardt, will be ET's, with and without musical background. Campaign will run eight weeks, ending December 18. Ed Hardison is timebuyer.

Heublein Inc.

Agency: *Fletcher Richards, Calkins & Holden, New York*

Product: MALTEX CEREAL

Breaking into spot radio for the first time, Maltex will buy an undetermined number of markets in New England and New York State. The campaign will start in mid-October utilizing minute ET's. Stations

in major markets and selected smaller markets will carry the spots for 13 weeks or more. Liz Griffiths is the timebuyer.

Mentholatum Co.

Agency: *J. Walter Thompson, Inc., New York*

Products: PROPRIETARY DRUGS

Picking a few Negro stations among others, Mentholatum will move into some 10 to 15 southern markets this fall. Agency is making a blanket buy for six proprietary drugs produced by the company. Timebuyer is Martin Daniels.

Monticello Drug Co.

Agency: *Charles W. Hoyt Inc., New York*

Product: 666 COLD TABLETS

A long winter drive on radio will kick-off on October 3 in 80 markets, most with one-station buys of 10 to 20 spots a week. An effort to sell to the Negro market will be made in major cities, where the client will buy two stations. All announcements are daytime minutes in traffic periods where possible. Timebuyer is Doug Humm.

National Shoe Stores Inc.

Agency: *Mogul, Williams & Saylor Inc., New York*

Product: SHOES

This retail chain, located in 173 markets, will again put most of its ad money into radio. For a start, National is running in 40 eastern markets with a total of 1,100 spots per week. This is a multi-station buy with minute ET's the commercial vehicle. Campaign started September 1 and will go to the end of the year. It is likely that more markets will be added.

Harold F. Ritchie Co.

Agency: *J. Walter Thompson, Inc., New York*

Product: SCOTT'S EMULSION

Negro and Spanish stations in 54 markets will carry spots starting this month for this cold preparation. Breaking down frequencies, 20 spots per week will run in small markets, 40 to 60 per week in larger areas. Live copy on all spots runs one minute. Campaign will extend through March 1961. Greg Balfon is timebuyer.

Standard Brands Inc.

Agency: *Ted Bates & Co., New York*

Product: HUNT CLUB DOG FOOD

A 13-week spot campaign in 15 major East and West Coast markets will go on the air this month. Frequencies have not been disclosed, but scheduling is known to be heavy. All are minute spots. Conant Sawyer is timebuyer.

Standard Brands Inc.

Agency: *Ted Bates & Co., New York*

Product: SIESTA INSTANT COFFEE

Back on the air with a 3-week schedule this month, Siesta is buying this flight in major northeastern markets. Spots, all one-minute, will heavily dot the logs. Timebuyer is Conant Sawyer.

Vick Chemical Comanp, Inc.

Agency: *Sullivan, Stauffer, Colwell & Bayles Inc., New York*

Product: VICK'S COLD TABLETS

Look for an October 3 start in 15 or more major markets for this product. The first flight will run six weeks, with another on the way. Spots are all minute ET's. Mike Cambridge is timebuyer.

Wheatena Corp.

Agency: *Charles W. Hoyt Inc., New York*

Product: WHEATENA CEREAL

Buying is under way for five to 12 spots a week in 25 major markets. One or more stations in each city will carry the campaign, with daytime minutes aimed at housewives. An October start is predicted. Timebuyer is Doug Humm. • • •



IN PERSON

In Person gives sponsors the opportunity to put their best foot forward with millions of interested listeners. This entertaining new program presents all kinds of people in the news—in person. Well-known figures and unknowns, cosmic and comic personalities, people from all walks of life. CBS Newsman Ron Cochran keeps things moving with precision and wit. In all radio, In Person is the kind of company you keep

ONLY ON CBS RADIO



Modified Broadcasting Bill Seen As Result of NAB Arguments

Many observers credit the testimony of Vincent T. Wasilewski, vice president for government affairs of the National Association of Broadcasters, as playing an important role in the passage by Congress of the bill to revamp the Communications Act. The NAB directed most of its fire at two sections which had previously been passed by the House. One would give the Federal Communications Commission the authority to fine stations up to $1,000 a day if they failed by "neglect or intent" to observe provisions of the act. The other would give the FCC the authority to suspend a station's license up to 10 days. Speaking before a Senate subcommittee last month, Mr. Wasilewski said that these provisions were "wholly unnecessary and raise serious doubt as to whether the public interest would be served."

Two Provisions Drew Heavy Fire of Broadcasters

Pointing out that the original House bill failed to spell out offenses for which fines could be levied, Mr. Wasilewski said: "Not only does it delegate to the FCC a blank check to impose forfeitures upon any broadcase license for the violation of any rule or regulation, but it gives to that agency the additional power to levy a forfeiture for such an intangible as failure to operate substantially as set forth in the license." The section which would have authorized the commission to suspend stations up to 10 days for alleged misdeeds was described by Mr. Wasilewski as "a death sentence for the license. . . . Suspension for any period of time is tantamount to economic strangulation; for a station that 'lost face' by suspension would soon be deserted not only by advertisers but by the public as well."

Bill Reflects Moderate Position Finally Taken In Congress

The bill passed by the Congress would: Eliminate completely the original provision to authorize the FCC to suspend a station for up to 10 days if it felt it was operated against the public interest. It would have to be shown that there were "willfull and repeated" violations by the station. (The House version called for action in case of "neglect or intent.") The $1,000 a day fine provision was modified to authorize the FCC to levy fines of up to $10,000. A one-year statute of limitations would apply so the FCC could not go back farther than 12 months in prosecuting a case. Stations would be assured of the right of a jury trial in court on the basis of the facts in the case.

FCC To Keep Close Watch On Political Broadcasts

All radio stations in the country, NAB members and non-members alike, have received copies of a sample worksheet designed by the NAB to help them comply with a Federal Communications Commission request for detailed reports on political broadcasting this fall. Broadcasters have already received an FCC questionnaire on appearances by political candidates and programs of a similar nature during the period from Sept. 1 through Nov. 8, which must be returned by Dec. 5. The NAB points out that broadcasters should be aware that "there is considerable information requested which you are not presently required to maintain in your records as a license."

NAB Opposes Commercialization Of Educational Fm Stations

Opposition to a move, which would expand the activities of non-commercial, educational fm stations into commercial subsidiary broadcasting areas through the use of multiplexing, has also been voiced by the NAB. The association took this stand after a petition was filed with

(Cont'd on p. 14)

C.R.C. ANTICIPATES RADIO'S NEEDS!

1ST WITH

The Holiday Series: saluting America's Best!

The Singing Clock: 720 custom time jingles — electronically cued!

Jingles of the Month: customized TOP-40 parodies!

The Trademark Series: unexcelled variety of thematic I. D.'s!

AND NOW

RADIO U★S★A

THE WONDERFUL WORLD OF MUSIC AND FUN!

INCLUDING

20 Brilliant New C.R.C. Jingles — Compatible for AM or FM. Highlighting entertainment, service and fun!

20 Hilarious vignettes — Featuring Mel Blanc, Hal Peary, Sterling Holloway, and more! Custom-Designed for zestful breaks.

20 Exciting musical bridges by Don Elliot, composer of the fun-filled "Thurber Carnival" score. Complete, varied—refreshingly modern.

60 GREAT RADIO AIDS

★★★★★★★★★★★★★★★



CALL OR WRITE

COMMERCIAL RECORDING CORPORATION

P. O. BOX 6726 ★ DALLAS 19, TEXAS

Riverside 8-8004

The nation's leading creators of quality musical productions



HENRY FREDERICK PRINCE OF WALES
—unknown English Painter—1603

K·NUZ is the NO. 1* BUY
at the lowest cost per thousand!

*See latest Pulse or Nielsen



24 HOUR MUSIC and NEWS

National Reps.:
THE KATZ AGENCY, INC.
• New York
• Chicago
• Detroit
• Atlanta
• St. Louis
• San Francisco
• Los Angeles
• Dallas
IN HOUSTON.
CALL DAVE MORRIS
JAckson 3-2581



MEMBER OF
TEXAS QUADRANGLE

the FCC by the National Association of Educational Broadcasters. A spokesman pointed out that the NAB did not oppose sections of the petition in which authority was requested for non-commercial, educational fm stations to use multiplexing for the "transmission of in-school educational programs and the transmission of information for use in connection with governmental activities." However, the NAB also told the FCC that "Any commercial use of their facilities by educational stations is completely out of keeping with the general philosophy expressed by the commission."

Handbook Focuses Spotlight On Broadcasting Honors

A handbook listing no less than 102 separate awards and citations given in the broadcasting field being made available by the NAB is appearing in many stations. The handy reference is said to give full details on each award along with the name and address of the sponsor. The awards listed cover all phases of broadcasting — announcing, acting, advertising, engineering, programming and others.

Educational Packet Designed To Give Radio Passing Grade

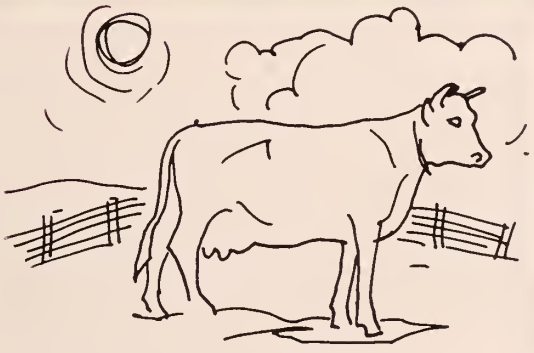
Radio members of the NAB now have a new educational packet available. According to the NAB, the kit was designed to help broadcasters establish closer relations with educators and librarians. Each packet is said to contain nine separate publications which tell the story of radio and contain valuable background material for students, teachers, librarians and others interested in the sound medium. The association points out that the purpose is two-fold: To help local stations build a closer relationship with neighboring school and libraries, and to promote goodwill for radio each time a publication is read in a classroom or library. • • •

Can you guess this one?

Put the sound effects together—
and come up with a famous tune



1 Sound effect: Big Ben chimes



2 Sound effect: Cow mooing



3 Sound effect: Wind blowing

Answer—"Londonderry Air". And to you, the important thing is what happened on the air.

This was the first in our recent series of "Sound Charades". We thought, "Ha, ha, they'll be weeks figuring it out." Did we ever get fooled! We started the one above at 6 A.M. Each time it was broadcast, five people were given a chance to phone in the correct answer for prize money. Each time a charade was guessed, we changed to a new one.

Would you believe it—by noon, the same day, we had 4 winners. By 6 P.M. we had 8. 23 days and $3,200 later, we concluded that our audience was bright and we were broke!

These are the kind of people we offer you as an audience—people who can grasp a selling message, and who know a good thing when they hear it.



WWDC Radio

. . . the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR

Rumor, true!

Pulse announces important new development for

ALL NETWORK TV USERS

- **Total U.S. Sample**
- **Multiple Audience characteristics**
- **"Customer Count"**

★ ★ ★

For details write or phone your nearest Pulse office.

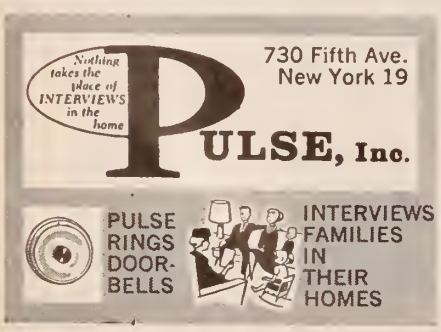
LOS ANGELES
6399 Wilshire Blvd.
Olive 3-7733

CHICAGO
Tribune Tower
Superior 7-7140

NEW YORK
730 Fifth Avenue
Judson 6-3316

SAN JUAN, Puerto Rico
P.O. Box 3442
Telephone 6-3164

LONDON, England
41-42 Dover Street
Hyde Park 0-294



the Silver Mike





THIS MONTH:

WALTER GUILD

President
Guild, Bascom & Bonfigli Inc.

Agency Growth Stems From Grocery Marketing Principles

A marketing decision made by Walter Guild, president of Guild, Bascom & Bonfigli Inc., San Francisco, early in his advertising career has resulted in steady sales increases for his clients. And in the case of certain agency successes, media campaigns have been dominated by radio.

The decision behind it all was to apply grocery marketing principles to the introduction of products on a regional, and even national basis. In using these techniques, GB&B has consistently recommended the broadcast medium to its clients to integrate marketing and advertising efforts. From the standpoint of media strategy, Mr. Guild feels that radio is the medium in which the GB&B creative approach can be used most effectively (see *Regional Saturation Jells Sales for Mary Ellen*, p. 32).

Mr. Guild's marketing and media strategy has paid off not only for his clients, but for the agency itself. When founded in 1949 by Mr. Guild and two partners, agency gross billings were $200,000. Estimated billings for 1960 are $20 million.

The author of *"How to Market Your Product Successfully* (Prentice-Hall, 1956), Mr. Guild welcomes the challenge of tough advertising problems. The agency has developed the reputation of being successful in reversing downward sales trends for many currently established products.

Born in Ponoka, Alberta, Canada, Mr. Guild migrated with his family to Nebraska at an early age. His early career was in show business. Among his activities in the field were those of professional music director, writer, actor, musician and mc.

In 1956, Mr. Guild was elected an honorary professional member of Alpha Delta Sigma, national professional advertising fraternity, and is now national president of the organization. He is currently on the National Board of Governors of the American Association of Advertising Agencies, and a member of the San Francisco Advertising Club. • • •


MIKE WALLACE...EXPERT ON SPOTS
Parliament puts Mike Wallace on the spot extensively in selected markets throughout the country to sell "the most important quarter-inch in smoking today." Mike is a powerful personality with an important message—so it's only natural that the Parliament people use the medium that offers the most impact in the markets that really count.... SPOT TELEVISION. This mighty medium will work for you. Call your nearest H-R Television Representative. Put him on the spot.
H-R
Television, Inc.
Representatives

We have the . . .

CONFIDENCE

. . . in our solid-selling adult programming

LISTEN and COMPARE

at no cost

before you BUY the RICH SYRACUSE MARKET

YOU OWE IT TO YOURSELF YOUR CLIENT

Get the proof of WFBL leadership! Make a personal survey of station programming in Syracuse — by telephone. Call WFBL collect at any time of day or night to hear the live broadcast of the moment by any or all stations. We think you'll agree with local listeners and advertisers; the most enjoyable *good music*, the *best news reporting* in Central New York is heard on WFBL. It delivers the audience you want to sell. Listen, compare. Prove it to yourself. Phone *HOward* 3-8631 collect. Ask for Sponsor Listening Service.

WFBL RADIO

FIRST IN CENTRAL NEW YORK
5000 WATTS DAY AND NIGHT

Represented nationally by
George P. Hollingbery Co.

LETTERS TO THE EDITOR

Bound Sets

Please send complete information concerning bound sets of U.S. RADIO at your earliest convenience.

Raymond Ruff
General Manager
KTRN
Wichita Falls, Tex.

Radio Down Under

We only began subscribing to your magazine twelve months ago, but we have found your editorial treatment of many U.S. problems to be helpful to us in Australia.

Our conditions are similar yet widely different, but it is of value to learn of the trends that are taking place in the U.S.A.

F. J. Coombes
Soles Directar
MacQuarie Braodcasting
Service Pty. Ltd.
Sydney, Australia

Silver Mike

Thank you very much for the Silver Mike you sent me.

I have always had a warm spot in my media buying heart for radio. I hope that in the years ahead the medium will even do better for my clients.

Herbert Maneloveg
Vice President and
Media Director
BBDO Inc.
New York

U.S. FM

Congratulations to you and U.S. RADIO on your new fm-only magazine! Fm, as you know, is a progressive, new medium and the progressive step you have taken can result in nothing but greater support and interest for your magazine.

Gary M. Gielow
Co-General Monager
KPEN
San Francisca

You are to be commended on your decision to start an fm-only magazine. We need some sort of a clearing house for information and ideas, as well as news of what is being done elsewhere among fm broadcasters.

In my opinion, you did a fine job on your 1960 fm supplement (see

(Cont'd next page)

In LOUISVILLE the Big Change is to WKLO

no. 1 . . . Nielsen

Total four weeks—3-hour average
6 a.m.-6 p.m. M-F

	WKLO	Sta. B	Sta. C
July-Aug.	14.4	38.6	21.7
Nov.-Dec.	38.3	29.5	26.2

Nielsen Nov./Dec. '59

And, more quarter-hours gained than any other station!

	——Quarter-hour—— increases	decreases	no change
WKLO	59	6	7
Sta. B	19	52	1
Sta. C	29	37	7

Pulse Nov. '59

For details and availabilities, see . . .



robert e. eastman & CO., inc.

Fm Reaches for the Honey, July 1960).

Robert K. Brown
General Monoger
WFAW
Fort Atkinson, Wisc.

We congratulate and thank you for the announcement that U. S. RADIO will issue an fm only magazine. This will be a big step in acquainting national advertisers and agencies with fm success and growth story from coast-to-coast.

Robert A. Hinners
Station Monager
WFLM Ft. Louderdale, Fla.

Fm Issue

Congratulations on U.S. RADIO's second annual fm report which appeared in your July issue.

This is one of the most comprehensive fm stories ever published by a national trade magazine. It indicates a tremendous amount of research work. Your article covered everything there is to know about fm and will be of great benefit to fm broadcasters as well as to advertising agency executives.

Thomas J. Daugherty
Manoger
WKJF-FM
Pittsburgh

Your fm supplement to the July issue was excellent! This new medium is, to those of us involved in the day to day job of "trying to make it fly," a very fascinating business. It is also an up-hill pull and helpful material such as you have published is more than welcome.

Thank you for this complete and up-to-date report on the medium and for the fine collection of success stories.

Jay L. Spurgeon
Sales Manager
KQAL-FM
Omaha

Help Wanted

Would you please send me a copy of your December 1959 issue on Negro radio. It would be of great use to us as a comprehensive reference work.

Al Abrams
Promotion
Jobete Music Co., Inc., Detroit

We would appreciate receiving your helpful information on (real estate) radio advertising.

Gabriel Shantzis
Reol Estate Broker
Joy Reolty of Florido, Miami Beoch

EXPANDING COLUMBIA, S.C. offers ▼ QUANTITY and ▼ QUALITY

The Columbia metra area shaws the greatest papulatian increase of any in South Caralina—up 17.5%.

▼

Quantity is reflected in the metra Columbia market having the highest total effective buying incame and greatest retail sales af any S. C. metra area.

▼

Quality shaws in Columbia having the highest per household retail sales — $4,166 — and per hausehald incame — $5,652 — in the state. Even tops Detrait, Buffala, Las Angeles, and athers.

South Caralina's #1 market—Columbia—is served **best** by **WIS Radio.**

Source—Sales Management "Survey of Buying Power", 1959.

Call your PGW Colonel for details.

WIS
COLUMBIA, S.C.
NBC · 560 KC · 5000 WATTS

G. Richard Shafto, Exec. Vice President
W. Frank Harden, Managing Director

KFMB RADIO

DOMINATES
THE BETTER
PART
OF SOUTHERN
CALIFORNIA!

LARGEST DAILY AUDIENCES BIGGEST CUMULATIVE AUDIENCES GREATEST ADULT AUDIENCES BROADEST COVERAGE WIDEST PROGRAM VARIETY FINEST PERSONALITIES BRIGHTEST INFORMATIVE FEATURES MOST AND BEST NEWS SMOOTHEST MUSIC BEST NETWORK FARTHEST REACHING MERCHANDISING

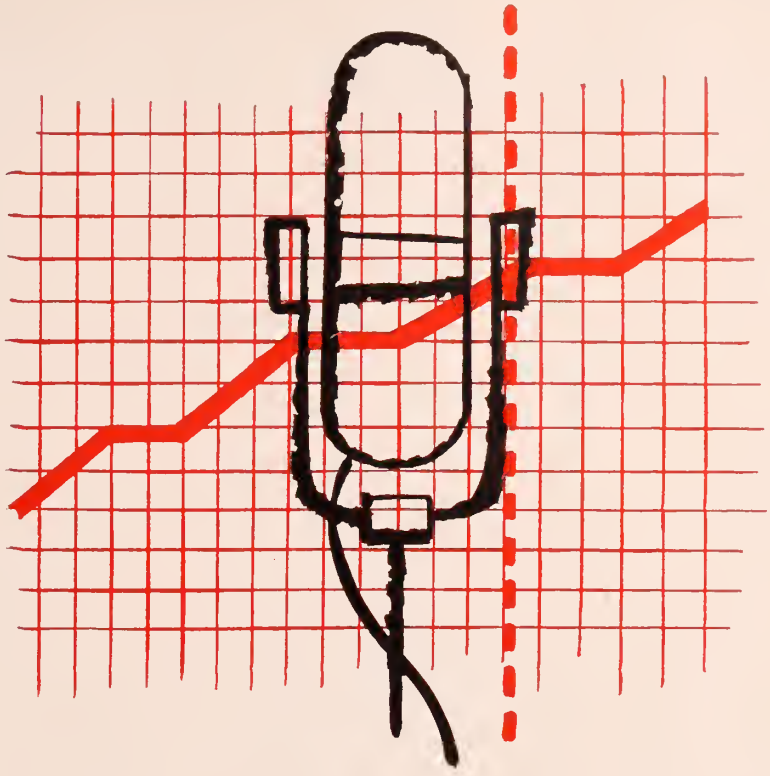
KFMB RADIO SAN DIEGO

A TRANSCONTINENT STATION

Represented by

Edward Petry & Co., Inc.

The Original Station Representative



Optimism Grows For 4th Quarter

Fall market outlook appears bright; traditional clients return, bolstered by new money; RAB's Sweeney sees new buying trends; new representative study

Although the art of prognostication is becoming increasingly difficult in radio, early moves by advertisers indicate that the fall is shaping up as a strong period for the sound medium.

Cars, car accessories, drugs, food, watches and tobacco are among the chief categories from which radio can look for increasing activity this fall.

What makes forecasting so difficult is the *flexibility of buying*, which is radio's friend and enemy at the same time. Although the ease and immediacy with which advertisers can launch a national campaign on radio is one of the medium's great assets, the fact that it is difficult to foresee what actually will be bought in the ensuing weeks and

months plays hob with radio management.

National salesmen have for the most part resigned themselves to this situation. Full-scale selling efforts are being launched closer and closer to the actual expected time of use.

But so far the actual buying and requests for availabilities hold out promise that the fourth quarter of 1960 will see radio finishing strong.

Here are some of the important buys that have been made so far—some by traditional radio users and others by new customers:

E. I. duPont de Nemours, through BBDO Inc., New York, will spend an estimated $100,000 on spot radio to introduce its new all-purpose, permanent anti-freeze, Telar, at the end of this month. The multi-station campaign is expected to involve 150 markets. The company's Zerex will get about 10 percent of the radio budget.

Hamilton Watch Co., through N. W. Ayer & Son, Philadelphia, will turn to radio again this fall on both am and fm. The campaign starts in late October in about 80 markets and will run for about eight weeks.

American Tobacco Co., through BBDO, will be adding to its present radio schedule in about 50 large markets for Lucky Strike cigarettes. Starting dates for the added buys will be staggered.

Cold Remedies

Monticello Drug Co., through Charles W. Hoyt Inc., New York, will launch a long winter drive at the beginning of October for 666 cold tablets. About 80 markets will be used, featuring daytime minutes and traffic times.

Grove Laboratories Inc., through Cohen & Aleshire Inc., New York, will begin in October a major radio campaign for Four-Way cold tablets. About 50 markets are expected to be used.

Harold F. Ritchie Co., through J. Walter Thompson Co., New York, launches a drive this month for Scott's Emulsion cough preparation in 54 markets. Negro-appeal and Spanish language stations will be used.

Heublein Inc., through Fletcher Richards, Calkins & Holden Inc., New York, will be entering spot radio for the first time for Maltex cereal. The buy will be launched in mid-October in New England and New York State markets and will run for 13 weeks.

Vick Chemical Co., through Sullivan, Stauffer, Colwell & Bayles Inc., New York, begins a major radio effort in early October in 15 major markets for Vick's cold tablets. The first flight will run six weeks with another set to follow.

What may shape up to be one of the most important buys of the fall season is the expected year-around purchase of radio for Chrysler Corp.'s Plymouth and Valiant divisions, through N. W. Ayer & Son, Philadelphia.

Robert Rowen, media supervisor, reports that the buy is tentatively set to start the end of September in major markets. Plymouth and Valiant will share the radio drive 50-50. Mr. Rowen says that the agency wants to make maximum use of radio's persuasive characteristics to produce a hard-selling campaign. Among the chief characteristics cited is the emotional impact that the dramatic delivery of the human voice can have upon a listener.

Buoyed by encouraging prospects as well as determined to see a healthy fourth quarter, radio forces are busily engaged in new sales efforts. Tied to the start of the new advertising season, too, are efforts to set radio's house in order. Specifically aimed at winning new national dollars for radio is the plan by the Station Representatives Association to encourage all stations to adopt a single rate policy.

Certain important changes in the way advertisers are looking at radio this fall are observed by Radio Advertising Bureau.

"More than at any time in the past decade," states Kevin Sweeney, RAB president, "radio is being viewed by advertisers this fall not just for frequency of impressions at a reasonable cost, but as a basic and merchandisable marketing tool.

"This becomes evident not only in the buying patterns emerging this fall," he says, "but from the preliminary 1961 budget and planning sessions of many of the leading package goods advertisers."

Significant Trends

Mr. Sweeney outlines what he considers to be "the most significant trends apparent in fall 1960 buying:

"1. More multi-product package goods advertisers are making corporate buys in radio. They are looking at radio as they had once looked at tv, seeking franchise schedules in which they can rotate commercials for several of their products.

"Many more of these multi-product advertisers are seeking dominance of the medium against competitive brands in their category. Many are looking to radio to provide greater turnover of audience and provide a greater reach for their commercial message.

"Today, when 62 percent of all tv viewing is concentrated in 40 percent of all U. S. tv homes, advertisers are increasingly looking to radio to even out the pattern and distribute the weight of the advertising to the broadest possible audience.

"2. There is a significant shift to and growing interest in the 9 a.m. to 3 p.m. time period as an efficient time for reaching the housewife. For commodities bought by the housewife, RAB research has shown that often the hours outside of 'prime time' are most effective—not only on a cost basis, but also in terms of the number of actual customers reached.

"3. More products are using radio selectively for pinpointing their specific audience. For instance, a major cosmetics manufacturer is now planning a heavy spot radio campaign aimed entirely at the teenage market."

The RAB president further ob-

serves that the media plans now reaching the buying stage in many of the top agencies indicate "two key buying patterns that are going to come into their own in the fall and winter seasons.

"Many agencies are leaning to heavier schedules for shorter but repeated flights through fall and winter.

"There is a greater emphasis on reaching the housewife on the heaviest shopping days to capitalize on the immediacy of the medium."

Representative Studies

National representatives are making concerted efforts to see fall business go over the top.

A special presentation which Edward Petry & Co., New York, will be showing to agencies beginning this month is designed as an all-out effort to spread radio buying beyond driving times. The study is called "Shift Time."

It refers to the traffic hours of 6 to 9 a.m. and 4 to 7 p.m. as the "big six" and agrees that these hours are heavily traveled by Americans going to and from work. But, the presentation asks, what about the millions of workers who are on shifts and travel back and forth at *different* times of the day? The Petry study refers especially to blue collar men, who represent about 30 percent of the total working force with higher-than-average incomes of more than $5,000 per man.

"Shift Time" then provides a market-by-market documentation where Petry has stations. Here are examples:

"Tulsa—two big shifts in this 'oil capital of the world' are outside the normal 'drive' periods, 2:30 p.m. to 4 p.m. and 10:30 p.m. to midnight.

"In the early afternoon, 69.5 percent of industrial workers are enroute to work, 27.2 percent on, 42.3 percent going off. Most of these workers shift again late at night, 18.5 percent start work, 27.5 percent end.

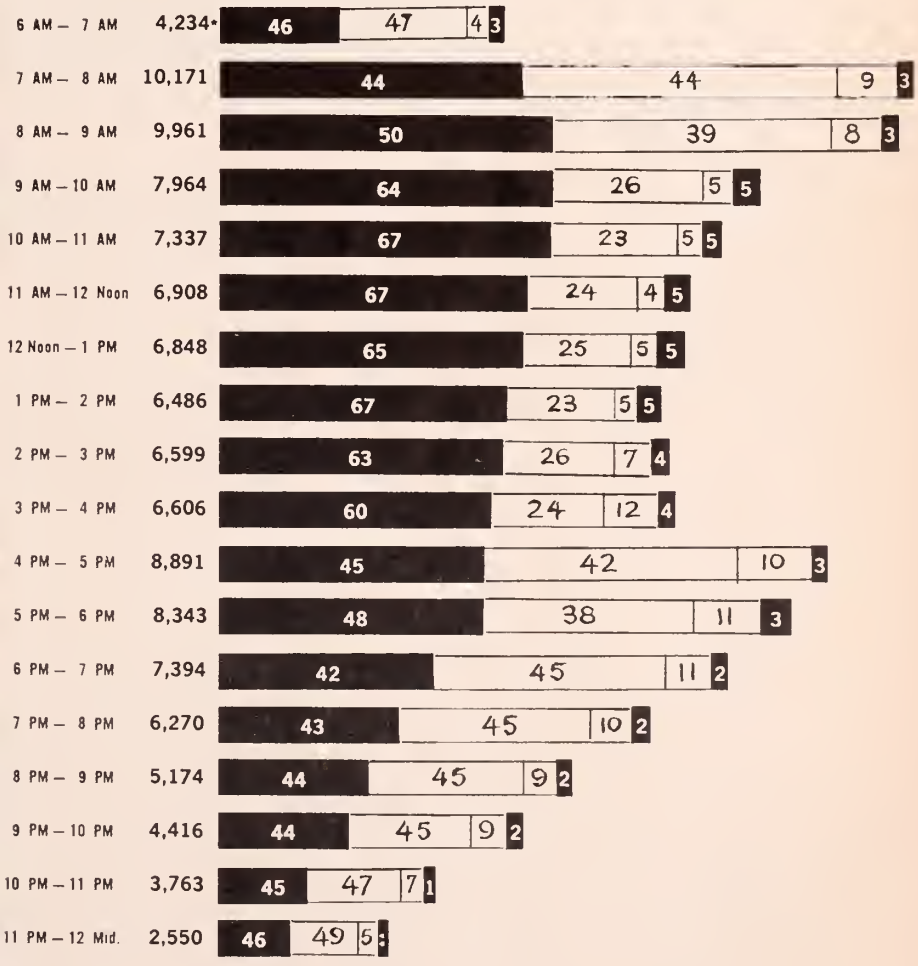
"Milwaukee — From noon to 4 p.m., 32 percent of all industrial

(Cont'd on p. 50)

Who Listens?
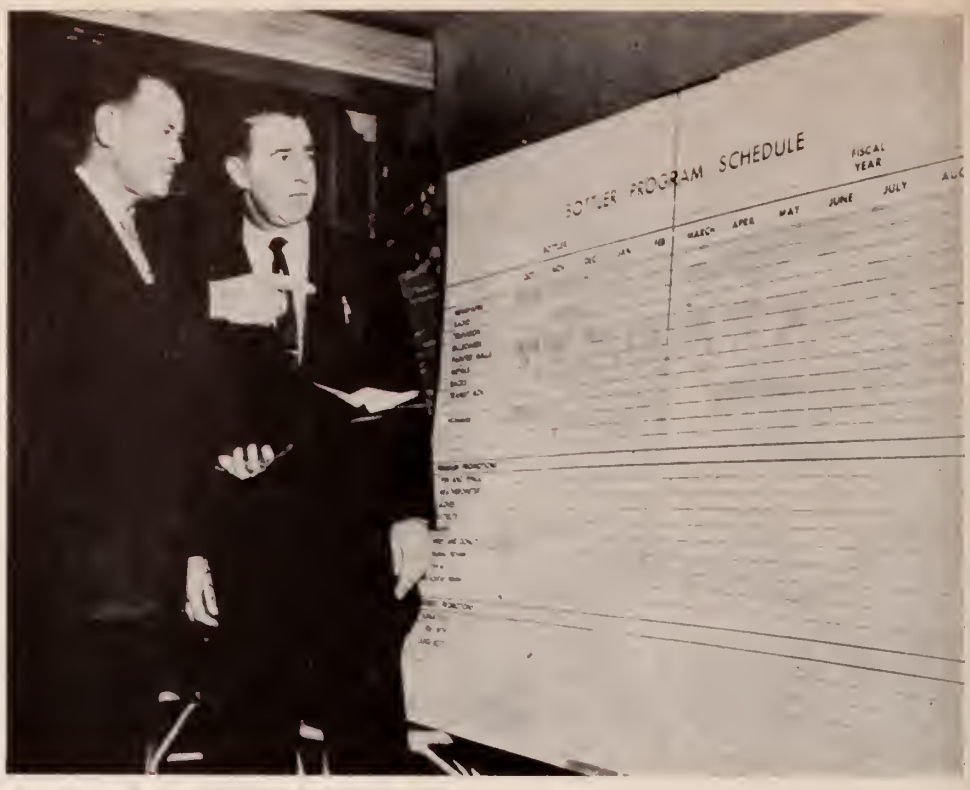
An hour-by-hour documentation of who listens to radio (women, men, teenagers and children) is presented below. It is taken from Radio Advertising Bureau's *Radio Facts Pocketpiece.* The study was taken by Pulse last winter in 27 metropolitan areas that comprise nearly 40 percent of all U.S. radio homes. Audience comparisons are based on average quarter-hour, Monday through Friday sets in use and include both in- and out-of-home audiences.

RADIO'S AUDIENCE COMPOSITION HOUR-BY-HOUR... PERCENT WOMEN, MEN, TEEN-AGERS AND CHILDREN



★Above data based on recently conducted survey in 27 major metropolitan markets. Add 000 to the figures at the left of each bar to get Radio's total hour-by-hour reach (in these 27 markets only).

★★Less than 1%.



GEORGE FINNIE (l.), director of advertising and merchandising for Hires goes over advertising program schedule with Charley Weiks, franchise bottler in Grand Rapids push market.

Hard Sell for

Hires finds that radio provides local sales impact necessary to give its root beer consistent nationwide coverage

Being packed in ice is a fine thing if you are a bottle of root beer. If you are the company producing the soft drink, however, a similar situation could prove to be quite distressing. The Charles E. Hires Co., Philadelphia, probably the oldest and largest manufacturer of root beer in the country, recently found that its share of the soft drink market was "frozen." According to George F. Finnie, the firm's director of advertising and merchandising, Hires was "being crowded in the market place by aggressive competition enjoying the advantages of overwhelming advertising budgets."

In a major effort to improve its position and broaden its sales base, the beverage manufacturer decided to overhaul and streamline its promotional activities and still remain within the confines of its budget. One major result of this effort has been an expanded use of local radio to provide national coverage. Describing radio as "one of our prime equalizers," Mr. Finnie reports that Hires is currently channeling 25 percent of its advertising and promotion budget, estimated to be about $200,000, to the sound medium. Working on a cooperative basis with its bottlers, the beverage firm is sponsoring spot campaigns on 1,000 stations in 400 markets. Although the length of the campaign varies from market to market, Hires uses radio on a 52-week basis, Mr. Finnie says. Frequencies of the announcements also vary with local conditions, he explains, and range from 15 to 70 spots a week on the stations being used.

"Push Markets"

One of the most important aspects of the Hires campaign has been labeled the 'push market" program. "Under this strategy," Mr. Finnie says, "Hires is concentrating its heaviest promotional guns in selected territories across the country where market studies in depth have pinpointed the greatest potential for

25% of Ad Budget Into Radio
52-Week-A-Year Radio Campaign
1,000 Stations in 400 Markets



Soft Drinks

its kind of product. In every area radio plays a role of major importance. Starting in 1960, we now have 25 'push markets' in operation and expect to more than double this figure by 1962." Included among the markets now active in the program are New York, Philadelphia, Tampa, Miami, Salt Lake City and Grand Rapids.

Since customs and conditions vary in each locale, custom-tailored advertising designed to accomplish specific objectives in the selected territories is developed by the company and its agency, Maxon, Inc., in conjunction with the local bottler. "In all cases," states T. W. Prescott, the Hires director of marketing, "the approach upholds the firm's philosophy of sustained media activity throughout the year coupled with continuous activity at the point of sale. In this connection, we feel the flexibility of local radio speaks for itself. Within the framework of the economics involved," he continues, "we see the medium as ideal for reaching potential customers at the optimum moments for turning advertising into sales."

Going into some detail on the merchandising approach, Mr. Finnie points out that root beer is an outdoor drink, and in this context has been merchandised heavily as a refreshing, natural complement to picnics, barbecues, etc. "I needn't go into the auto listening statistics since these are familiar to most of us," Mr. Finnie comments. "But we were interested to discover that some 70 percent of the nation's seven million pleasure boats have radio sets. The seagoing radio audience is estimated at some 37 million people. This kind of tie-in is a natural for the Florida and West Coast markets where year-round cruise weather makes this activity a popular vocation."

Similarly, Mr. Finnie says, climate and tradition in the northern and mid-western markets combine to make late spring and summer ideal times to reach out for new root beer customers by means of the typical merchandising appeal of something extra for their money.

Key Promotions

How strongly Hires believes in keying its radio promotions to merchandising operations is demonstrated by the copy used in this spot:

> ANNCR: Free from Hires! Buy six bottles, get two extra ones free in the special eight bottle bonus pack. It's your chance to stock up on lighter, drier brighter Hires with the more delicious taste that picks you up quicker, keeps you

up longer. Refreshes you as you've never been refreshed before. Get the special eight-bottle carton with two free bottles of Hires. Enjoy an adventure in refreshment today.

As the picnic season gives way to indoor activities, the copy used in the Hires announcements "follows the sun" in relevant markets, it is pointed out, by changing its focus of appeal to party activity. Yet it still remains tied to the in-store promotional deal. Here is an example of a 60-second spot:

ANNCR: Here's great news for all Hires fans! A special eight-bottle carton of Hires for the same price as the regular six-bottle carton! That's two free bottles of sparkling, refreshing Hires . . . a free extra helping of America's most popular root beer. And wait'll you taste today's Hires! It's lighter . . . drier . . . brighter! More delicious than ever . . . more perfect than perfect. It's got a truer, tangy-er flavor that picks you up quicker, keeps you up longer. Refreshes you as you've never been refreshed before. You can serve Hires so many ways, on so many occasions. Gives a lively sparkling lift to mealtime . . . snacktime . . . party time. Hires is the perfect drink with food and fun . . . and always goes over great with kids and grownups alike.
So hurry for Hires in the special eight-bottle carton. Remember, you just pay for six, get two bottles of Hires FREE. Hires . . . lighter, drier, brighter Hires . . . always an adventure in refreshment. Take advantage of this limited-time offer today!

"Hires and the bottler definitely lean to the 'hard sell' approach," says Tom P. Maguire, business manager of Maxon's radio and tv department. "We aim for saturation coverage in those markets that warrant it in terms of sales potential, and, if necessary, we will buy every station in a market."

Hires, like other soft-drink producers, makes a particular effort to reach the teen-age market, Mr. Maguire states. This is a factor in selecting stations, and the programming format has leaned heavily toward disc jockey shows. Housewife shows also come in for their share of attention. Whatever the medium, he emphasizes, copy makes the point that Hires is the real fun drink for all occasions.

Radio Reaches Teenagers

To demonstate how effectively radio has been able to reach teenagers, Mr. Maguire tells of an experience in one local market. "Hires was sponsoring a record-request program. Requests for tunes to be played on the air were coming in at a rate of 600 a week. The station eventually asked for six Hires bottle caps with each request, which brought the situation under control and served as a real demonstration of how to tie advertising to sales."

Seasonal promotions come in for their share of attention. This past summer, Hires has been promoting the natural companionship of its product with ice cream. The Hires Float theme has been very effectively merchandised at the point of sale since it gives retail food outlets an excellent opportunity to move additional products with each soft drink sale. Again, Mr. Finnie says, "radio advertising was used to back up efficiently the in-store program.



TOM MAGUIRE, business manager of Maxon's radio/tv department, points out that Hires and its bottlers find that hard sell copy works out best.

"It should also be pointed out that Hires does not limit its radio advertising to 'push market' territories alone. The company name is probably heard on some of 1,000 stations across the country on any day of the year. It is in the 'push markets,' however, where radio is getting its greatest chance to contribute to revenue."

Radio is being given the important role it has in the "push markets" because it has the flexibility to permit a fairly small company to do a local job that can compare for size and impact with the campaigns of giant competitors. Mr. Prescott says that "Hires has found that a smaller company can discover certain markets where a highly specialized approach is needed, and, by choosing its own ground, meet the heavy-weights on terms of relative equality. And as we said before, radio is one of our prime equalizers."

Root beer got its start as a "herb tea drink" in the 1870's. The founder of the business, Charles E. Hires, was an energetic person who quit school at 11 to help support his family. At the age of 19 he bought out the owner of a pharmacy where he worked. He then began to look around for ways and means to expand the business. Eventually, this turned out to be the development and production of the "herb tea drink."

Although the beverage caught the public's fancy quickly, the militant temperance groups of the period provided some unforeseen problems. Mr. Hires was requested to stop selling his "alcoholic beverage." The reasoning being that the tea drink contained yeast, and yeast makes alcohol. Young Hires employed a chemist who was finally able to convince the fiery women that the drink was "dry."

At this point, Charles Hires named the beverage "root beer" and launched an advertising campaign to encourage drinkers to switch to root beer. As a result of this approach, the Hires Company soon was able to promote the product as "the National Temperance Drink."

By 1890, the enterprise which started with a capitalization of $400 was incorporated with a capital of $300,000. Last year, the company's sales were over $9 million, and according to Peter E. Hires, grandson of the founder and current president of company, 1960 is expected to set a new record for sales.

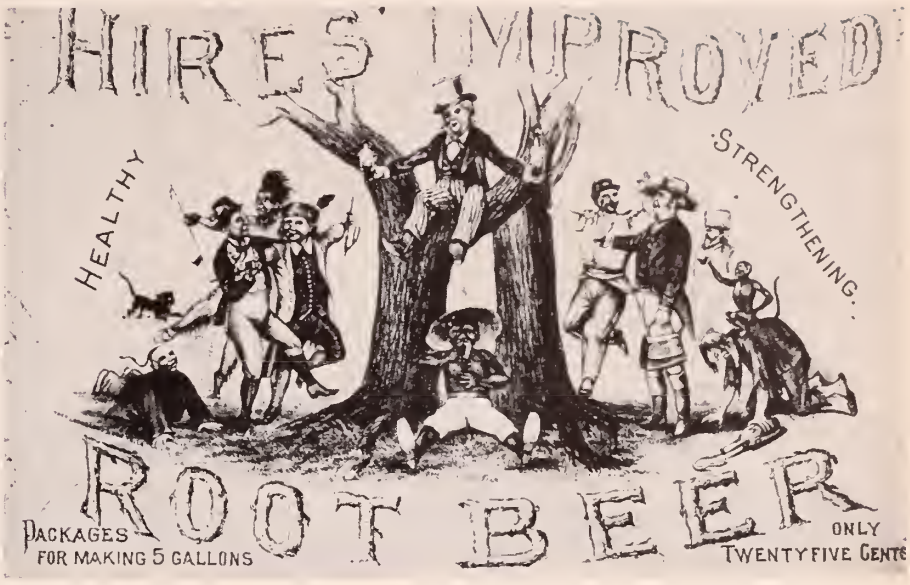
Franchise Bottlers

In getting its current campaign into gear, Hires has had to strengthen and enlarge its franchise bottler organization. Typical of most soft drink firms, Hires must depend heavily on its local bottler for sales, advertising and promotional cooperation. "In accomplishing this aim," Mr. Finnie states, "our franchise division executives worked to develop or replace weak territories with aggressive bottlers, adequately capitalized and willing to push Hires for real sales increase and steady growth.

"We are convinced that we now have the type of bottler organization that can grow with us. We are also convinced that splitting our co-op effort between radio and print media multiplies impact far more than a concentrated approach alone. We are depending on our 'push market' campaigns to prove this to the satisfaction of all our bottlers."

Mr. Maguire, speaking for the agency, says ". . . it is becoming increasingly difficult for newspapers to reach outlying market areas with real consistency, and the franchise holder who wants other than metro penetration, and he usually does, has inevitably to turn to radio."

YESTERDAY . . .



AND TODAY



PROOF THAT HIRES has long believed in the power of advertising is seen (top) in copy of ad that goes back to the Rutherford B. Hayes administration. A user of radio since 1921, the company today believes that advertising and merchandising go hand-in-hand. The product display recently set up in the building of a Los Angeles station (above) shows this theory in action.

General Strategy

Overall, Hires has developed the following benchmarks which guide its efforts in "push market" territories:

1. Advertising should be directed as much as possible to the high potential consuming and buying groups—teen-agers, housewives, etc.
2. Advertising must be tied in closely with the in-store merchandising effort.
3. Continuity of advertising on a year-round basis is vital. At the same time, the means of delivering the advertising message must be flexible enough to take advantage of local variations in buying habits and other marketing conditions.
4. Hard sell copy is at least as important as entertainment in any given commercial.

"Radio," according to Mr. Finnie, "enables us to live with these requirements very nicely. We like the way it can target a specific audience with accuracy and economy—and get us the kind of consumer reaction that made the Hires name for many years synonymous with soft drinks and good times." • • •



VOA NEWSROOM in Washington where dispatches from wire services and own correspondents are processed for authentic reporting.

Voice of America Gets Louder

Currently running in fourth place in international broadcasting, VOA takes important strides to improve position; radio stations lend a helping hand

Radio is playing a leading role in the international cold war drama where ideas and ideologies are being verbally—if not forcefully—exchanged.

The chief sounding board of the United States effort to win new friends and influence people abroad is the Voice of America, the worldwide radio network of the U. S. Information Agency.

American radio stations, to the extent that is possible, participate in the VOA objectives. Many stations are important and regular sources of programming. Other broadcast properties figure very importantly in the transmission of programs overseas.

Bolstered mainly by shortwave radio, the Voice transmits in 37 foreign languages plus English the story of America to friends and others the world over.

But a paradox exists in the communication of ideas through sound. Although America is recognized throughout the world for its mass radio-tv systems, the U. S. is actually fourth in the international exchange of verbal images.

The VOA reports that the U. S. has slipped to fourth place in international broadcasting. Here are the figures:

"The U.S.S.R. is first with 1,011 broadcast hours weekly, Red China comes next with 676, then follows the United Arab Republic with 661 hours. The Voice of America, in fourth place, broadcasts 604 hours weekly, just nine more than the British Broadcasting Corp., which has a total of 595 broadcast hours."

Major steps are being taken to alter the standings. One such effort is the plan to build a new $13 million transmitter site in Liberia.

A team from Voice headquarters in Washington, D. C., returned in mid-summer after selecting a transmitter site outside of Monrovia, the capital of Liberia.

The new transmitter location will provide effective radio coverage of Africa, plus supplemental coverage of parts of Central Europe and the Middle East. It also will relay to other bases Voice of America broadcasts received from the U. S.

The new project will have as its major transmitting equipment six 250 kw shortwave transmitters and two 50 kw shortwave transmitters.

By the time the Liberian installation goes on the air, it will be drawing some of its signals from VOA's new East Coast facilities now under construction at Greenville, N. C.

The Greenville installation represents an investment of more than $25 million. Major equipment includes six 500 kw, six 250 kw and six 50



MASTER CONTROL console can select programs from 100 different sources and transmit 26 programs simultaneously. It is manned by two technicians at all times. Clocks tell international time.

kw transmitters. The site will help provide a stronger signal to Europe, Africa, Middle East and South America.

The object in improving the transmitter network, as explained by Henry Loomis, director, is that America's story must be readily available to radio listeners abroad who wish to hear it.

The Voice was a war-time baby, born in the aftermath of Pearl Harbor. Its first broadcast in February 1942 was in German, aimed at the censorship screen established by Nazi leaders. Its war-time service reached an apex of more than 3,200 live programs broadcast weekly in about 40 languages.

The Voice of America, speaking for the U. S. Government as the radio service of U.S.I.A., provides millions of listeners overseas with objective newscasts, up-to-the-minute facts about U. S. policies and information concerning the life and culture of the American people.

The broadcasts are beamed around the clock and include straight, factual reporting of the news, with emphasis on matters of particular interest to the area where each program is heard.

Programs also feature special events, interviews, descriptions of all facets of American life, including farm, school, factory and community. There are also discussions of economic conditions in the U. S. and the free world. There are special broadcasts that are heard either on a regular or periodic basis, such as American plays and music with special emphasis on jazz.

The Voice also prepares programs for use by local stations in foreign countries.

One source of Voice programming comes from U. S. radio stations as well as American colleges and universities.

Just recently, the U.S.I.A. released a list of 18 stations and the "local scene" programming they have either produced or have underway for VOA. An additional nine stations are planning to produce special programs this fall.

"The cooperative arrangement between the American radio industry and the VOA," states Mr. Loomis, "is designed to project an effective and positive picture of the U. S. to the rest of the world. Our purpose is, in effect, to give overseas listeners an 'on-the-scene' view of American life in our cities, towns, farms, factories, schools, telling of our resources, our commerce and industry, our cultural and recreational pur-

suits, our community life."

The programming and the stations involved are: "The Story of a Valley," a half-hour program on the 50th anniversary of the town of Harlingen, Tex. (KWKH Shreveport, La.); docmentary on a community-service radio station and another on Nassau County, L. I. (WHLI Hempstead, N. Y.); a 30-minute program on the Central California Valley Water Project (KFRE Fresno); "Fourth of July, 1960," a half-hour program (WFIL Philadelphia); "Portrait of New England," a one-hour program (WBZ Boston); coverage of the Third Annual McGregor Conference, the so-called "Detroit Adventure" (WJR Detroit and Wayne State University); "Amana Story," two half-hour programs (WMT Cedar Rapids); "Do Texans Brag?" (WBAP Fort Worth).

Five half-hour programs projecting the Southeastern states (WBT Charlotte, N. C.); documentary on the Port of New Orleans (WDSU New Orleans); documentaries on outboard motor craze (WKRS Waukegan, Ill.); four programs on the Puget Sound area (KING Seattle); man in-the-street interviews on Atlantic City, N. J., boardwalk on how workers spend their vacations (WFPG Atlantic City); documentary on Pacific Northwest (KEX Portland, O.); documentary on state of Kansas (WIBW Topeka).

Half-hour documentary illustrating operation of educational radio and classroom radio (WDTR (FM) Detroit and Detroit board of education); documentary on "Peoria Railway Center" (WMBD Peoria, Ill.); half-hour documentary on American shoe industry as exemplified by Endicott-Johnson factories (WNBF Binghamton, N. Y.).

In addition to these stations, the Voice reports that the following reportedly are planning to produce special VOA programs this fall: KMOX St. Louis; WOW Omaha; KSL Salt Lake City; WNYC New York; KVOS Bellingham, Wash.; WTMJ Milwaukee; KLIK Jefferson City, Mo.; WBUD Trenton, N. J., and KSTP Minneapolis.

The Voice programming is relayed around the world through a chain of 87 transmitters, 30 of which are at seven locations in the U. S. (see box, below).

The seven locations of the U. S. transmitters are: Bethany, O. (WLWO); Bound Brook, N. J. (WBOU); Brentwood, L. I., N. Y. (WDSI 1-2-3); Schenectady, N. Y. (WGEO); Wayne, N. J. (WDSI 5-6); Delano, Calif. (KCBR), and Dixon, Calif. (KNBH). While the antennas are arranged so that the broadcasts are beamed out of the country, U. S. shortwave listeners in some locations can pick up these broadcasts.

The overseas transmitters of the Voice include the U. S. Coast Guard cutter *Courier,* anchored in the harbor of Rhodes in the Mediterranean. Three of the overseas transmitters are rated at a million watts. These are located at Munich (Germany), Okinawa and the Philippine Islands.

The other sites abroad are at Tangier, Morocco; Thessaloniki, Greece;

Stations Support VOA With Wide Facilities

The cooperation provided by the U.S. radio broadcaster to the goals of the Voice of America is impressive.

From the very beginning of VOA in the dark days of World War II right up to the present, radio stations have lent their support to the success of the project.

The help supplied has been both in programming material and in high-powered transmitter installations.

An example of one such operation is the shortwave equipment of Crosley Broadcasting Corp's. WLWO Bethany, O.

The installation includes six transmitters considered among the most powerful in the world. Each is capable of developing power of 200 kw. or an aggregate of well over one million watts.

These shortwave transmitters at Bethany are beaming VOA programming to Western South America, North, Central and South Africa and Europe. Currently the regular operating schedule is 20 hours a day.

Previously operating under different call letters and frequencies, WLWO was designed and built by Crosley for the U.S. Department of State in the early 1940's. Engineering leadership was supplied by R. J. Rockwell, Crosley vice president and director of engineering.

The current Bethany facility, located about 20 miles outside of Cincinnati, is a restricted U.S. Government property, operated by 15 Crosley engineers. The plant is operated seven days a week, with at least two men on duty at all times during broadcast hours. The staff is headed by Floyd Lantzner, chief transmitter engineer.

In addition to the six high-power transmitters, there are 22 directional antennas; 14 of them are the rhombic type operated

Wooferton, England; Colombo, Ceylon, and Honolulu.

A majority of the VOA programming is aimed at listeners behind the Iron Curtain. This has led to the problem of jamming, which VOA describes as one of the complicating factors in its operation. Jamming of the broadcasts, VOA states, rises and falls in intensity depending on the caloric state of the cold war.

The Voice is constantly seeking out ways to improve its service. Early this year it went on the air with regular nightly broadcasts in Spanish to Latin America on shortwave. This was in line with President Eisenhower's views, expressed after his South American trip, that more information about the U. S. and its policies should be offered to the people of Latin America.

Previous to the inception of these broadcasts last March, VOA had been broadcasting two and a half hours a day in English to Latin America on shortwave. This has continued. Voice also provides recorded materials in Spanish and Portuguese to local stations in Latin America.

An index to the effectiveness and popularity of the Spanish broadcasts is the fact that 76 medium- and long-wave stations in Latin America now pick up all or part of the VOA shortwave Spanish broadcasts. Of these stations, 62 are in Colombia and the others are in Bolivia, Costa Rica, Ecuador, Guatemala, Paraguay, Peru, El Salvador and Venezuela.

With the international power of radio communications, the Voice of America is playing an active role in the most important battle of all—the fight for men's minds. • • •



R. J. Rockwell, vice president and director of engineering, Crosley Broadcasting Corp.

in groups of two or three, and eight are curtain-type antennas.

A modern building near the center of the mile-square tract houses the complicated transmitter equipment, master control board and machine shop where much of the equipment has been built to exacting specifications. There are also comfortable living quarters for the engineers.

At the rear of the main building is the complicated antenna switch gear. Mounted on a forest of 20-foot poles are 232 switches which can be manually operated from the ground to connect any of the six transmitters with any of the 22 antennas. There are more than 1,000 poles, ranging in height up to 170 feet, supporting antennas and transmission lines.

Although WLWO serves only as a relay base and does not originate any programs, WLW Cincinnati provides regular material for VOA broadcasts.

The station's farm department, in particular, supplies at least two and usually more tapes from various farm shows each month. In addition, outstanding public service tapes are supplied through the special broadcast services department on a continuing basis.



TRANSMITTERS AND curtain-type antennas are part of the VOA's facilities at WLWO Bethany, O., operated by Crosley as a relay base for broadcasts.

Regional Saturation Jells Sales for Mary Ellen's

After careful media evaluation, Guild, Bascom & Bonfigli places almost all of West Coast firm's ad budget in radio

Grandma may have spent long hours laboring in the kitchen making goodies for the family. She never came up with delicacies, however, that compare with jams and jellies her granddaughter can pick right from supermarket shelves. As grandma would say . . . "easier than pickin' berries."

Thats the theory behind the major plank in the copy platform that Guild, Bascom & Bonfigli Inc., San Francisco, followed to prepare its near-exclusive spot radio campaign for Mary Ellen's Jams & Jellies, one of GB&B's several food accounts.

The regional saturation radio drive employs high frequency of 8,500 spots in a 39-week drive on 19 stations in six western cities, five days a week.

Mary Ellen's Inc., Berkeley, Calif., manufactures 33 varieties of pre serves, distributed in 11 states by 2(jobbers. Although the company has used spot television and radio con junctively in the past, the agency decided early this year to spend 9{ percent of its six-figure budget ir spot radio on an exclusive basis The remaining two percent is allo cated to local newspaper promotior and shelf-talkers that promote the



8,500 SPOTS/39 WEEKS

ON 19 STATIONS

radio advertising rather than the product.

"We feel," says Robert Whitehead, account executive, "that the selection of spot radio in combination with entertaining—and at the same time selling—commercials and related point-of-sale material will produce effective sales results for Mary Ellen's. No other jam and jelly packed throughout the country has an advertising and merchandising program of this magnitude."

After a thorough analysis of all media, GB&B recommended that Mary Ellen's use radio almost exclusively. In making the decision, the media department took into consideration radio's audience selectivity, flexibility and economy.

Radio A "Natural"

"We believe that radio offers Mary Ellen's the highest degree of saturation pointed towards our best potential customer—Mrs. Housewife," Mr. Whitehead says. To reach her, the schedule of 8,500 spots for 39 weeks, Monday through Friday, was in these primary markets: San Francisco, Sacramento, Los Angeles, San Diego, Phoenix and Denver. The spots are scheduled on top "personality" programs in these cities.

The current spot radio campaign started in June and will run through April 1961. The agency is planning to continue the campaign after that date is reached, possibly beginning another 39-week contract. Mr. Whitehead sees no reason to halt a campaign that seems to be a "natural" for the client, distributor and retailer.

The spots—there are five cuts using different copy, but all holding to three key phrases—are 55 seconds in length, leaving five seconds for a rotating retail store tag.

The commercials themselves are humorous and original. They center around the "Masked Grandma," a new name and radio personality created especially for the campaign. The "Masked Grandma's" exploits are told on imaginary police broadcasts and interviews between policemen and grocers. In each commercial, the grocer has just been relieved, gratis, of all his Mary Ellen's Jam by the quick-fingered, nimble Grandma. Here is how the copy goes:

(Sound effects: Beep over)
ANNCR #1: Flash! The Masked Grandma has just stolen all the Mary Ellen's Jam from Pete's Indian Trading Post.
ANNCR #2: Pete, you say the Masked Grandma was disguised as a cigar store Indian?
PETE: Didn't fool me. She didn't have no cigar.
ANNCR #2: Well, why did she steal all your Mary Ellen's?
PETE: On account of Mary Ellen's Jam is just like Grandma never made! Fancier fruits and berries!
ANNCR #2: She say anything?
PETE: Well, the jam made a cup to a cup!
ANNCR #2: Oh yes! Mary Ellen uses at least a cup of fruit to every cup of sugar. You get the flavor of the fruit, not just the sweetness of the sugar.
(Sound effects: Tom-tom beat—twice)
ANNCR #2: Say, what are you beating on your stomach like that for?
PETE: Oh, just sending message on my tum-tum.
ANNCR #2: Oh!
ANNCR #1: Attention, all tourists! Look out for the Masked Grandma, wearing polka-dot mask (siren over) . . . seen in grocery story near Mary Ellen's, the jam with the polka dot top. (Siren out)
FIVE SECOND
DEALER TAG

In all the commercials, there are three recurring phrases which are pointed out to announcers and expanded in a fact sheet distributed



SHELF-TALKER produced by GB&B promoted the radio spots. Only reference to product is picture of jar. "Masked Grandma" caricature (l.) was developed especially for the campaign.

with the ET. The first of these phrases is "Mary Ellen's—the jam made a cup to a cup." It emphasizes quality, pointing out that there is never more than a cup of sugar used for every cup of fruit. "You get the flavor of the fruit and not just the sweetness of the sugar, in a recipe that everyone's Grandmother used," according to the fact sheet.

Better than Grandma

"The jam just like Grandma *never* made" is the phrase that pops up most in the commercials. The agency doesn't intend to offend poor Grandma, says Mr. Whitehead.

"It's just that Mary Ellen's feels that its 33 varieties beat anything that Grandma made in all her born days. And, to top it off, Mary Ellen's uses modern equipment and quality control methods Grandma never dreamed would exist. This is why, of course, Grandma is stealing Mary Ellen's Jam—she doesn't want to be outdone in her own very special talent."

"Masked Grandma's" trade mark is a polka dot mask and each commercial closes with this Mary Ellen slogan: "Mary Ellen's—in the jar with the polka dot top."

The polka dot trademark is carried over in the client's in-store promotions. For example, the shelf-talkers, which advertise both the product *and* the radio commercials, picture the "Masked Grandma" alongside a Mary Ellen's Jam jar with a polka dot lid. The copy reads: "Be on the listen for Mary Ellen's 'Masked Grandma' . . . radio's funniest mystery minute."

The same copy is used in Mary Ellen's newspaper ad teasers which the agency offers to stations for local promotion. No copy reference is made to the product. Only the client's logo appears, together with the call letters and dial location of the station.

In creating the "Masked Grandma" as product identification, the agency found that she was particularly adaptable to live promotions. For example, one station gave a luncheon to introduce the campaign to local dealers. "Grandma" actually appeared and lifted jars of Mary Ellen's Jams and Jellies from the luncheon table. She was duly apprehended and held for a group "mug" shot, surrounded by brokers, station and agency "captivators."

GB&B feels that the tremendous coverage afforded by leading radio personalities on stations is the major reason why radio was selected, especially in light of the client's desire to penetrate the housewife audience in scattered regional markets.

"Combining this coverage," says Mr. Whitehead, "with the use of retail tags at the end of each spot help to give us the best campaign we can get. Add to that the complete merchandising and promotion cooperation from the stations, and Mary Ellen's is afforded a completely unitized program at both consumer and trade levels." • • •



GRANDMA RECAPTURED after swiping jam at KLZ Denver luncheon. Captors (l. to r.) are Robert Whitehead, GB&B account executive; Lew Hunter, KLZ sales manager; Jack Wells, William Weidman, Brown-Weidman Brokerage, and Bob Bailey, sales manager, Mary Ellen's.



Brokers See Big Year

Radio station trading at all-time high; radio is biggest money-maker for brokers now

Radio currently may be chasing other mass media in dollar expenditures, but when it comes to investor interest the senior air medium is looking back over its shoulders at the rest of the lot.

Ask any media broker where he's been making his money in recent years.

The answer: Radio.

The explanation: Tv is an economy of scarcity—too few channels, those on the air are doing too well to ask anything but prohibitive prices; daily newspapers—caught in an eco-

nomic drama of mergers, consolidations and closings, like tv those profitable dailies are in major markets carrying extremely high price tags.

Radio on the other hand, because of the multitude and diversity of stations appeals to a wide range of investment opportunities, from the very small to the very large.

Radio also affords the maximum economic freedom of "trading up"—starting small, building and then buying a bigger property.

And even more to the point, radio station operation continues to be a neatly profitable enterprise.

In a decade, the number of am stations on the air has increased from 2,086 in January 1950 to 3,156 in January 1960. Fm stations on the air have jumped from a low of 554 in 1957 to the current figure of 741.

According to the latest survey of the National Association of Broadcasters, revenue of the "typical" radio station increased five percent in 1959. The association states that the "typical radio station received about $104,000 in total revenue, with total expenses of $96,000 and a profit margin of about eight cents on every sales dollar, a slight increase over last year."

The survey also points out that of every time-sales dollar taken in, about 85 cents came from local advertisers and about 15 cents from national and regional accounts.

The generally healthy state of radio station operation is reflected in the activity of brokers' offices across the country. In dollar volume, 1960 is well on its way to achieving a record year in radio station sales.

The sentiments of brokers reflect that view. Here are highlights of opinions reported to U.S. RADIO:

- Blackburn & Co. believes that demand for stations is running at an all-time high and confirms the fact that most media brokers are making more money in radio. The firm maintains that management ability is becoming an increasingly important consideration in the competitive station field.
- Hamilton-Landis & Associates Inc. believes that radio station trading will certainly continue at the pace set over the past two years. The firm observes an influx of investor interest from non-allied businesses.
- Paul H. Chapman Co. asserts that not only is the demand for stations growing, but that more people are realizing the value of brokers. The firm points out that there are many repeat clients.
- Edwin Tornberg & Co. says the "rate of turnover is higher than ever." The firm cautions that prices may be getting unrealistic. California and Florida properties carry premium prices, the broker states.
- Howard E. Stark Co., which just negotiated the largest single-station radio sales involving the purchase by Storer Broadcasting Co. of WINS New York for $10 million, believes the turnover of radio stations should remain strong this year.

"Unless something unforeseeable happens, such as restrictive legislation, this should be a big year in radio station trading," states Joseph Sitrick, associate, Blackburn & Co., Washington, D.C.

He notes that full-time facilities in major markets are the most sought after buys, while small-market daytimers are the hardest to sell.

The Blackburn company believes that management ability is becoming an increasingly important consideration in the highly competitive station field. "As opposed to situations in other media, management appears to be an especially strong equalizer in the radio field," states Mr. Sitrick.

A great deal of broker activity stems from people who are "trading up," it is observed. "There is great opportunity in radio, completely consistent with our economic philosophy, for owners to start with a small property, build it and then acquire a larger operation," states the Blackburn executive.

Mr. Sitrick outlines five guideposts that help the buyer in determining the revenue-producing ability of a station:

- Existing gross income.
- Advertising dollars being spent in total market. (Federal Communications Commission has figures on radio dollars spent.)
- Cash flow—the difference between operating expenses and income.
- Station facility—power, operating hours, dial position, among others.
- Market itself—population, industry, retail sales, among other factors.

Bringing two parties together is rarely an easy chore, although it remains the prime function of a broker. However, before the deal is consummated many problems can arise.

Chief Roadblocks

Among the chief roadblocks that stop a sale, explains Mr. Sitrick, are the difficulties in raising the needed cash, a technical problem at the station that seems too tough to tackle, the station may be presently at peak position leaving little room for further growth, or a station may require too much investment after the sale to put it in competitive shape.

John Hardesty, vice president in the San Francisco office of Hamilton-Landis & Associates, declares that radio trading is higher than ever and should continue that way for some time. There are two factors he cites that are affecting the active trading.

"Many stations being put on the market today are owned by the original operator, who started the station in the late 1920's and early 1930's. These owners are seeking to sell for a variety of reasons, such as retirement, lack of an heir to pass the operation on to and the depreciation factor has run out.

"Secondly, there is an influx of people into the radio business from non-allied fields. Most of these are absentee owners and, in many cases, are willing to pay more for a property because of a lack of opportunity to 'shop around.'"

Mr. Hardesty says among the rea-

sons radio is an attractive investment opportunity is that "if contrasted to other businesses, the return on the dollar is high; there are also favorable tax situations, and the glamor of owning a radio station has not lost its appeal."

As for fm, the Hamilton-Landis executive says there is great buyer interest, especially over the past year. "Those interested in fm," he states, "are looking at it as a long-term investment, with an eye on showing a return in four or five years."

Henry Hovland, associate in the New York office of Paul H. Chapman Co., Atlanta, observes that the "demand for radio stations is growing. The principal media turnover today is in radio because there is a multitude of stations and the price is rarely prohibitive."

Mr. Hovland declares that radio appeals to a broad range of investors—those interested in a smaller property that requires between $20,000 and $40,000 down as well as those who are eyeing properties in the top 50 markets.

He also declares that "more people than ever before are realizing the value of brokers. We know, for example, that we have many repeat clients."

In addition to bringing buyer and seller together, Mr. Hovland states that the broker's second most important function is determining the fair market value of a station for a buyer. He also observes that many sellers "don't realize what their property is worth on the market."

Aside from California and Florida, the Chapman executive declares that stations in the Northeast are also in demand because of New York. Many advertising and broadcast executives located in that city, he observes, prefer investing in a station that is near at hand for quick observation trips.

As for fm, Mr. Hovland says that the demand for stations is growing, especially in large markets.

Edwin Tornberg, who started his own company in June 1959 after years in the brokering business, says that the "rate of turnover in radio properties is higher than ever."

He also cautions that "prices may be getting unrealistic. A deal must make sense after the romance is over."

Mr. Tornberg, who deals exclusively in radio and tv stations as well as entertainment properties, declares that the high demand for Florida and California properties carries premium prices.

The national averages as reported by the FCC and the proposed management of a station are among the two most important guides in determining what a station can do, Mr. Tornberg explains.

As for financing, he states that there are instances where some brokers will help finance a station either on their own or by arranging borrowing through a third party.

With a relatively optimistic outlook for the future of radio station trading, Mr. Tornberg sees as a possible dark cloud on the horizon the possibility of FCC restrictions.

Changes as to programming regulations will not be a factor, he says. But sales will be affected if any positive steps are taken to change the requirements as to how long a station must be owned before it can be put up for sale, he concludes.

George Romano, associate of Howard E. Stark, New York, states that radio station trading is currently in the forefront of the company's activities.

As a broker of newspapers, magazines, radio and tv stations, he observes that it is difficult to state what the situation will be next year. • • •

Rule of Thumb

The following guide to what a station can do revenue-wise was developed by the Paul H. Chapman Co. The materials used in the analysis were the FCC annual financial reports as well as *Sales Management's Survey of Buying Power.* The ratio figure compares total broadcast income with retail sales and shows the radio operator what percent of all dollars spent in the market place he can expect to receive, basing the final figure on the station's share of the market.

PROVEN AVERAGES

Ratio of Broadcast Revenues to Metro Area/Home County Retail Sales

Market group	Broadcast income (in thousands)	Retail sales (in thousands)	Ratio[1]
Major			
New York[2]	$ 34,078	$18,838,362	.0019
Next 11 markets[3]	102,752	46,769.550	.0023
Next 15 markets[4]	51,619	20,066,790	.0027
Metropolitan[5]	140,662	50,098,440	.0030
Medium[6]	25,601	7,666,550	.0035
Small[7]	121,407	35,322,450	.0036

[1] Adjusted to include revenue from incidental broadcast activities, an additional 5.2%, to broadcast revenues as per FCC report in each group.

[2] New York with its estimated metropolitan area population in excess of 14 million ranks by itself.

[3] In order of population and all in excess of 1½ million. Includes Chicago, Los Angeles, Philadelphia, Detroit, Boston, San Francisco, Oakland, Pittsburgh, St. Louis, Washington, Cleveland and Baltimore.

[4] Range from ¾ to 1½ million. Included are Dallas-Ft. Worth, Minneapolis-St. Paul, Buffalo, Houston, Providence, Seattle-Tacoma, Milwaukee, Cincinnati, Kansas City, Miami, San Diego, Atlanta, New Orleans, Portland and Denver.

[5] All metropolitan areas in FCC report except top 27 shown above.

[6] Non-metropolitan areas of 3 or more stations, FCC report.

[7] Non-metropolitan areas, one and two-station markets, FCC report.



Doyle Dane Bernbach executives hold a cross-country phone conference on urgent media problem. At the New York office (left) — Walter Sullivan, Media Group Supervisor and Al Petcavage, Media Director. At the Los Angeles end (below) — Monty McKinney, Vice President and Account Supervisor and Ted Factor, Vice President in Charge of Los Angeles office.



SUDDENLY IT'S SPRUNG!

... a sudden new product announcement calls for competent media information ... now!

All agencies have emergencies sprung on them. Happens every day. And *always* time is short.

No time to caucus out-of-town personnel. So they get on the phone for a cross-country conference. No time now to call in all the reps; assemble all the comparative media/market data. So they open SRDS ... work up a schedule from the listings and the supplementary information they find there in Service-Ads.

At a time like this will the bare bones of your media listing combat competitive claims? Hardly. This is the time for *competent* information about your medium, instantly accessible in SRDS. The more information ... the more reasons for buying you put before buyers *at these decisive moments*...the more likely you'll make the list, high up. Are you making the most of this opportunity—with man-sized Service-Ads in SRDS that give *enough* information to do your medium justice?

Your general promotion and your representatives have made impressions on some of these agency men in the past, as they will in the future ...

but who is selling them now?

With a competent Service-Ad in SRDS

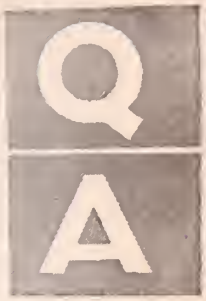
YOU ARE THERE *selling by helping people buy*

SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

C. Laury Botthof, *President and Publisher*
5201 OLD ORCHARD ROAD, SKOKIE, ILL., YORKTOWN 6-8500
SALES OFFICES—SKOKIE, NEW YORK, LOS ANGELES, ATLANTA

question and answer



THE QUESTION:

Do You Believe That All-Night Radio Can Be Used Effectively By An Advertiser?



Mr. Field, advertising manager of Consolidated Royal Chemical Corporation, Chicago, *reports that* Kranks Shave Kreem, *advertised only on all night radio in three major markets, took a "substantial upturn" in sales. "We had to give it full credit," he says, "and we did the job at a cost of less than 20 cents per thousand—fantastically low."*

BILL FIELD ANSWERS:

It all started when Consolidated Royal Chemical Company was faced by that age-old dilemma—how to buy saturation radio in the three top markets of the country with a minimum budget.

We were exposed to a lot of saturation plans, many of them very good but too expensive—others not so expensive; but apparently not so good, either.

After going 'round and 'round, all-night saturation radio was suggested. We were skeptical, but cumulative audience figures seemed to show that a test might be in order. We took the plunge on WMCA New York, KMPC Los Angeles and WIND Chicago. A year later we were still going—and quite happily for our Krank's Shave Kreem—in all three markets with all-night radio. Our sales curve had taken a substantial upturn. Since this all-night radio represented our total advertising expenditure, we would only come to one conclusion. Our increases were coming through this medium of all-night radio. We had to give it full credit.

Of course, I believe that there are several factors that need to be present to make all-night radio pay off. I think for one thing, that the bigger the market . . . the more metropolitan its character . . . the greater chance one has for success. An after-midnight excursion through the streets of New York, Los Angeles or Chicago will soon convince you as much as any survey that there is an audience available. The streets and eating places are alive with people —working at their jobs, enjoying late snacks, driving to or from work —people in all walks of life, engaged in a variety of "big city" activities. As long as they're up and about they're prospective listeners—at their work, at the all-night diner, in their cars . . . even at home on the bedroom clock radio. But all in all it is a big city type audience you reach.

Secondly, I think that one must really saturate from, let us say, midnight to 5 a.m. every night of the week. After all, with the comparative low ratings of the after-midnight hours and the smaller numbers of available audience, one must depend on a cumulative effect over the broadcasting week or month. We are convinced, even without benefit of regular surveys, that just about everyone in urban areas listens to radio after midnight at some time or other during the course of a week or at least a month.

I believe, too, that where competitive programming is available, the news and music plan of "companion-type" radio, as represented by the stations we chose, would naturally be most successful for us in all-night radio. With a product as universally useful to men as Krank's Shave Kreem, we can use the widest possible spread in the character of our audience—the factory worker or the executive—the younger man and the older man—the highest and the lowest in economic status.

In the final analysis, there's only one answer, particularly in our case. Did it move merchandise at a cost that we could afford? The answer for us is "yes." In Chicago, for example, we did the job at a cost of less than 20 cents per thousand. That's fantastically low.

In summary, my experience with all-night radio would indicate that it can be used successfully by an advertiser. I think it stands a greater chance for success in large metropolitan areas. I think that the product advertised should be compatible with the audience—preferably a low unit-sale item that repeats. I think the saturation should be complete all through the after-midnight hours and all week long, and that the programming should be "companion type" service programming. • • •

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land



TIMEBUYERS ABOARD boat at Westinghouse Broadcasting Co.'s Freedomland party tour Great Lakes with Bink Dannenbaum (l.), vice-president, sales. Others (l. to r.) are Bob Liddel, Compton; Alice Ross, Heineman, Kleinfeld, Shaw & Joseph; Gordon Davis, general manager, WIND Chicago; Elaine Akst, Rockmore; Don McGannon, WBC president; Jean Simpson, Grey, and Jean Sullivan, SSC&B.



"FILL IT UP," says Kathy Holcomb, daughter of Madge Holcomb, gen. mgr. of WGBI Scranton, Pa. Model Sandy Mulally pours punch as food broker Don Donahue grins wearing Hawaiian "lava lava," gift of station to chain store buyers and wholesale grocers in local Hawaiian Punch promotion.



TOUR GUIDE Beverly Smith gets briefed on WWJ Detroit's first transmitter, part of exhibit marking station's 40th anniversary. Don DeGroot (l.), assistant general manager, and Edwin K. Wheeler, general manager, explain operation of transmitter, a DeForest OT-10, in Detroit Historical Museum.



FIRE HERO Buddy Reed, who left wheelchair to rescue neice sits in new chair donated by KEWB San Francisco listener. KEWB ran 24-hour campaign to replace chair, turned over funds solicited to the 37-year-old arthritic patient. Bill Enis, program director, stands behind.



CLOWNING IT up at amusement park party, announcer from WPOP Hartford, Conn., entertains some of 30,000 people who came out for free hot dogs and soda, half-price rides. Listeners had to write to WPOP for invitations. Fiery display of call letters ended the day.



BASEBALL WARM-UP at WKMH Detroit party preceding Yankees-Tigers game involves (l. to r.) Larry Fischer and Jack Sitta, WKMH; Ben Holmes, Edward Petry & Co.; Ray Jones, Young & Rubicam Inc.; John Van Deusen, Ted Bates & Co., and Paul Theriault, Y & R.



GIVING CUE for circus act to begin, air personality Lanny Ross of WCBS New York sports high hat and tails. All WCBS personalities were masters of ceremony for circus given by Valley Fair store, Hillsdale, N. J. Two shows daily were in huge parking areas.

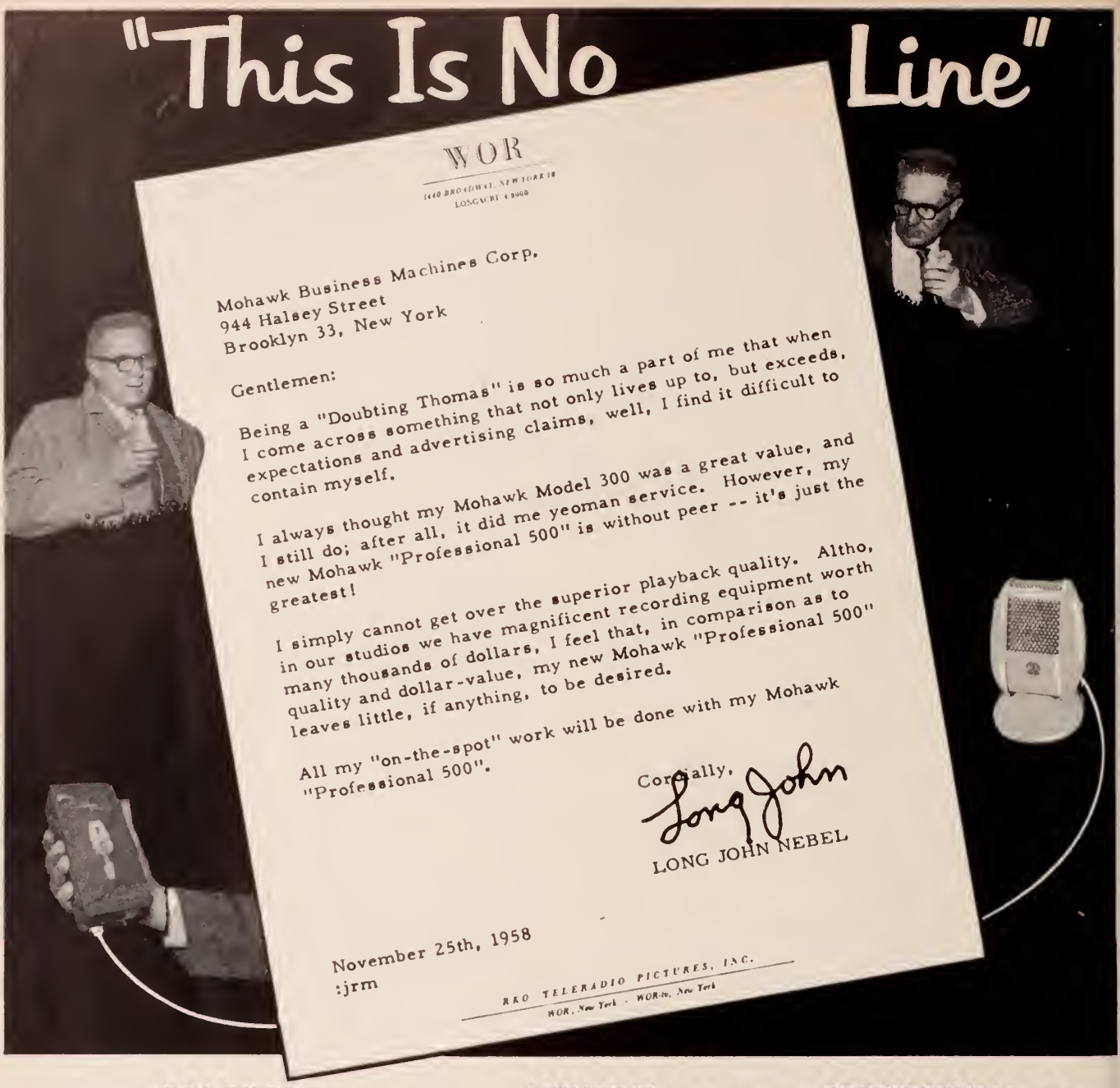


PENNANT HOPES for San Francisco '49ers are pinned on football held by Coach Red Hickey. Flanking him are sportscaster Bob Fouts (l.) and William D. Shaw, v.p. and gen. mgr. of KSFO San Francisco. KSFO will broadcast all '49er games on 1960-61 schedule.



EQUAL TIME goes to WOW Omaha secretaries (l. to r.) Joan Dages, Jan Loftis and Wanda McNeal on station's annual "Picnic Day." Station manager William O. Wiseman showed up in Alpine shorts, threw staff in uproar before noon-time exodus to cook-out.

"This Is No Line"



FEATURES

- **Exclusive VU METER for distortion control**
- **TAPE SPEED: 3¾" per second**
- **WOW & FLUTTER: 0.3%**
- **FREQUENCY RESPONSE: 50-10,000; ± 3 db range 100-8000**
- **OUTPUTS: 2-One 10mw at 2,000 ohms; Two Zero VU at 600 ohms**
- **Requires NO ELECTRICITY**
- **Operates on a SINGLE battery**
- **Completely TRANSISTORIZED**
- **Weighs ONLY 3 lbs.**
- **All recordings can be MONITORED**
- **Optional accessories for every conceivable use**

MOHAWK midgetape PROFESSIONAL 500

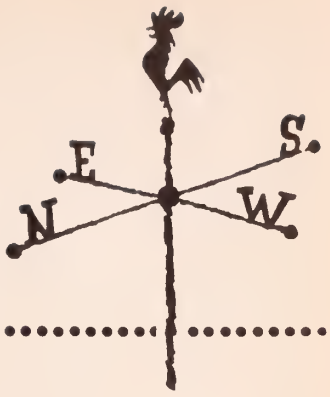
World's First Broadcast Quality Pocket Tape Recorder

A Palm-size Engineering Masterpiece that instantly captures and records any conversation, music or other sound and plays it right back in rich, professional Hi-Fidelity quality for radio broadcasting — TV — and many other business and personal uses.

HEARING IS BELIEVING

For literature and a Free Demonstration in your office, write or phone

mohawk
business machines corporation
944 halsey st., brooklyn 33, new york
telephone glenmore 5-9570



Radio's Community Participation

Radio stations, in serious and light moods, reflect and add to local activities

Radio's ability to participate in the local scene in countless different ways is demonstrated daily by station activities in all parts of the country. Ranging from campaigns designed to save lives to a listener contest on how long it takes for a cake of ice to melt, radio continues to demonstrate its many faceted personality to the communities it serves. Here are reports received from five stations showing radio in a variety of moods.

Outdoor Concert

WBZ Boston recently sponsored a "Night of Harmony" concert in Boston's Hatch Memorial Shell. The station carried on a promotion campaign for 19 days, using 10- and 20-



WBZ Boston publicity director Ed Pearle (r.) conducts the "Kazoo Band" made up of members of the audience attending the station sponsored "Night of Harmony." Feature was presented between appearances of choral groups and choruses. Band was a highlight of the evening.

second spot announcements. No other medium was used to promote the concerts, the station reports, and it was officially estimated by the police that 20,000 persons turned out for the event. According to the station, this was the most successful turnout for a public concert in the history of the Hatch Memorial Shell.

The brain-child of Jack Williams, advertising-promotion manager of WBZ, the "Night of Harmony" was described as an attempt "to revive an era of entertainment which was popular several generations ago." The program ran almost three hours and featured station personalities, barbership quartets and choral groups, a 100-piece kazoo band and fireworks. One of the most popular events, the station reports, was an old-fashioned community sing conducted during the intermission.

On a more serious note, WPDQ Jacksonville, Fla., recently put on a special safety campaign over a long holiday weekend. The station worked in cooperation with military personnel, state, county and local law enforcement officers.

Safety Campaign

At the official start of the weekend, the station began its safety broadcast operations from a heliport in one of the city's new recreational centers. An elevated platform was built between the two main bridges in the heart of the city. The platform carried a sign advising the public that "It's more fun to play it safe." In a five-mile area, according to the station, five WPDQ radio traffic cars were cruising and broadcasting traffic informataion. In addition, two military helicopters were covering the main traffic arteries.

At the end of the weekend, the station says that not a single life was lost nor a major accident reported for the entire period of the safety campaign. Lt. John Conroy of the Florida State Highway Patrol said: "I wish to give radio station WPDQ due credit for their part in this outstanding record. It is my belief that their intense safety campaign definitely helped in alerting the public to safe driving."

Back to School

KDKA Pittsburgh has just concluded an intensive campaign to make youngsters and their parents aware of the value of a high school diploma. Basis of the drive is the statistics showing that four out of 10 high school students drop out of school each year.

Working with the cooperation of the U. S. Department of Labor, the station reports that it enlisted the services of some three dozen noted persons to record special announcements on behalf of the complete-

*Two More Surveys**

AGREE

In Minneapolis-St. Paul it's

WPBC

	Conlan**	Verifak***
Station A	23.8	20.3
Station B	20.1	18.6
Station WPBC	**18.3**	**16.7**
Station D	9.1	9.7
Station E	7.3	7.6
Station F	6.4	7.2
Station G	4.9	6.3
Station H	3.1	4.4
Station I	2.6	3.4
Station J	1.8	2.7

NOTE IDENTICAL RELATIVE STANDINGS IN THE MARKET.

*WPBC is 3rd in average of Pulse, Nielsen, Verifak, and Conlan in average share of audience 6 a.m. to 6 p.m. Mon.-Fri., Metro area.

**Average weekday share—Conlan, May 1960.

***Average weekday share—Verifak, June 1960.

AM-FM WPBC Adult Radio

William V. Stewart
WPBC President

Broadcast Time Sales
National Representatives

your-education movement. Included in this group were Governor David L. Lawrence, Pennsylvania's United States Senators Joseph Clark and Hugh Scott, Nat "King" Cole, Bobby Darin, Pittsburgh Pirates manager Danny Murtaugh, and others.

In addition to the announcements being aired, the station states that it conducted a contest asking high school students to explain, in no more than 50 words, why they were returning to school. The grand prize was $250, with wrist watches being awarded to daily winners.

A similar campaign has been aired by WMCA New York. As part of a yearly effort encouraging youngsters to return to school, the station recorded a series of spots with such personalities as Jimmy Dean, Steve Lawrence, Eydie Gorme, the Kingston Trio, Pat Boone and Jackie Robinson. These spots were run six times daily for the entire month of August. According to the station, the response was so strong that it was necessary to put in a special telephone line to answer questions phoned in by young people with educational problems.

Railroad Strike

WHLI Hempstead, L. I., has received a citation from the Association of Commuters of Nassau and Suffolk Counties for "its contributory role in the settlement of the recent Long Island Railroad strike."

After the strike was called the station began a series of editorials recommending various steps that could be taken to bring the strike to a close. During the 26-day work stoppage, use was made of the "equal time" offer of the station by officials of the striking unions and the railroad. The station reports that it also acted as a coordinator for individual commuter groups and bus lines in arranging for special transportation to New York City from various points on Long Island.

In addition to its serious and sober side, radio also enjoys a bit of whimsy. KNOK St. Louis, for example, recently came to the successful conclusion of its second annual "iceberg" display at Radio Park in midtown St. Louis. Listeners were requested to send in postcards guessing the day, hour and minute the "iceberg" would melt away.



AS PART OF a special holiday weekend safety campaign, WPDQ Jacksonville, Fla., set up an elevated platform between two main traffic points in the heart of town. This was used as the control center for traffic reports from patrol cars, helicopters, etc. Campaign was a success.

According to the station, the "iceberg" was created from 20 tons of ice. Alternate 300-pound blocks contained cans of Seven-Up, and the entire display was surrounded by blocks of colored ice. To add to excitement, the display was brilliantly lighted and attracted thousands of people day and night, the station reports.

After five days and 36 minutes of over 90-degree temperature readings, the KNOK "iceberg" was back to its watery state. • • •

Listeners who BUY tune to WGY

WGY "Personality Programming" Matches Message To Audience Resulting In Greater Sales For You



Class or mass—your message gets to the audience you want because of WGY's personality programming. Joe Roulier, for instance, with his blend of show tunes, standards, informal patter and news briefs, serves a most listenable menu to his daytime audiences. Then with Leon Kelly, you have the dinner-time companion to thousands. His tightly woven web of semi-classical and standard tunes, off-beat stories and poems has captured and keeps the mature, able-to-buy listener tuned to WGY. In between, WGY staff specialists in news, sports, weather, home and farm fare make your message known and acted upon by mass or special audiences in this area. Contact Henry I. Christal Co. or WGY, Schenectady, N. Y. 982-16A



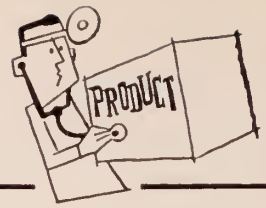
Serving Northeastern New York and Western New England



50,000 Watts • NBC Affiliate • 810 Kilocycles

A GENERAL ELECTRIC STATION

commercial clinic



Music and Copy Product Tailored For Princess Phone Introduction

When a company brings out a new product, it is almost axiomatic that its introductory advertising must bear as much of the inherent uniqueness of the product as possible. If the product is going to excite interest among customers, the commercials have to provide the first "punch." If the commercials are in pace with the product, and both are good, the campaign is off on the right foot.

An example of commercials that "fit" the product is those prepared for the national introduction this month of the Princess Phone, developed by American Telephone & Telegraph Co. Produced for AT&T by its agency, N. W. Ayer & Son Inc., New York, the commercials draw extensively on the personality of the telephone itself, according to Jerry Jordan, account executive.

In preparing the radio commercials, the agency had to present the "Princess" as interestingly as possible. "An important factor in the 'mood' of the commercials is the nature of the 'Princess,' which represents a unique restyling of the conventional telephone," explains Mr. Jordan.

The telephone company believes that the "Princess" has great appeal as a "novelty" extension telephone. It is one-half the size of the conventional telephone, light-weight, and features a nightlight switch. Its great appeal to women dialers is apparent in its name as well as in its availability in bright colors only, Mr. Jordan points out.

To reinforce all these features promoted in the radio copy, the agency decided to find an unusual musical theme to introduce the spots . . . a theme that could be carried into the body of the commercial with a singing chorus.

Burt Harris of N. W. Ayer's radio-tv commercial production staff worked out the problem with Allen Stanley and Roy Ross of Dolphin Productions, Inc., New York.

Special Sound

According to Mr. Stanley, president of Dolphin, his company developed a special "rhythm track or 'Princess' sound" for the AT&T commercials. He calls the background music "experimental, embodying a lively rhythm sound that expresses the desired projection of the telephone's 'personality'."

The radio copy, announced by Fred Robbins, follows the pattern set in copy used for regional introduction last spring:

Chorus:
The Princess!

Music:
Instrumental intro in background

Anncr:
Introducing the Princess Phone—an exciting new extension telephone.

Chorus:
Little as a Princess,
Lovely as a Princess—
It's little,
It's lovely,
It lights!

Sleek and small—fits anywhere at all,
At night you can see it with ease;
Slender and light, colorful and bright—
A handy new extension phone,
Everyone agrees.

Little as a Princess,
Lovely as a Princess—
It's little,
It's lovely,
It lights—
The new Princess Phone!

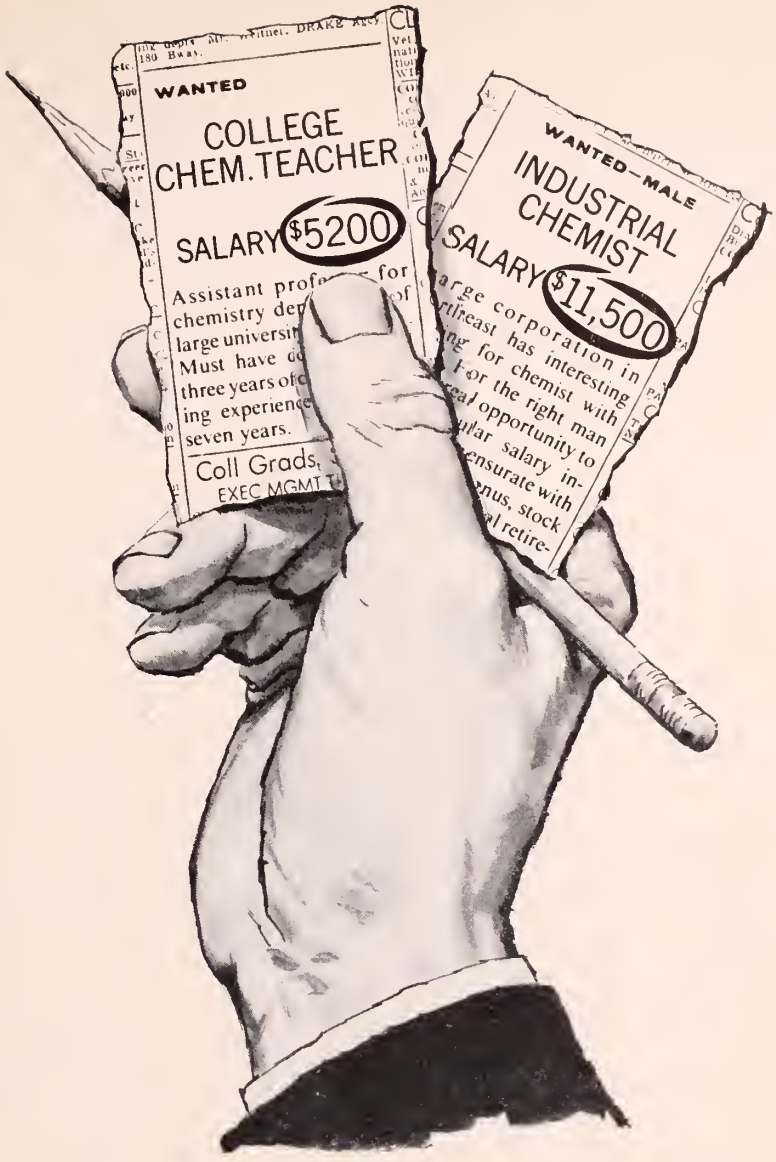
Music:
Instrumental continues in background

Anncr:
Slender enough to fit into small places—graceful and light in weight, too. The new Princess Phone has a built-in night-light and comes in five attractive colors. Order yours from your telephone company business office, or your telephone serviceman.

Chorus:
The new Princess Phone—
you'll love it—
The new Princess Phone!

"Thus," Mr. Harris says, "the commercials achieve a great unity with the identity of the product. This approach is even more desirable in light of the fact that almost every listener has a conventional telephone already; the utility and the novelty of the Princess had to be pointed out at the same time."

Mr. Stanley and Mr. Ross also produce promotional spots for radio stations under the firm name Dolphin-Ross, Inc. They are currently working on a series of spots for a large New England station. Mr. Stanley explains that the promotion package utilizes a "Simulation of a Broadway show musical theme." • • •



WHICH JOB WOULD YOU TAKE?

If you're like most of us, you'd take the job with the more tempting salary and the brighter future.

Many college teachers are faced with this kind of decision year after year. In fact, many of them are virtually bombarded with tempting offers from business and industry. And each year many of them, dedicated but discouraged, leave the campus for jobs that pay fair, competitive salaries.

Can you blame them?

These men are not opportunists. Most of them would do anything in their power to continue to teach. But with families to feed and clothe and educate, they just can't make a go of it. They are virtually *forced* into better paying fields.

In the face of this growing teacher shortage, college applications are expected to *double* within ten years.

At the rate we are going, we will soon have a very real crisis on our hands.

We *must* reverse this disastrous trend. You can help. Support the college of your choice today. Help it to expand its facilities and to pay teachers the salaries they deserve. Our whole future as a nation may depend on it.

It's important for you to know more about what the impending college crisis means to you. Write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.

ADVERTISING COUNCIL · PUBLIC SERVICE ·

Sponsored as a public service,
in co-operation with the Council for Financial Aid to Education

HIGHER EDUCATION
KEEP IT BRIGHT

station log



► **News:**

The influence that radio editorializing exerts was demonstrated recently by KXYZ Houston. Reporter Fred Nahas, who writes and voices *Tomorrow's History*, a program of editorial comment on KXYZ, ran across what he felt was an act of injustice by the city legal department. Detective J. B. Savelle was shot in the arm while on duty, and treated at a local hospital. Later he was placed under care of a private physician, who amputated the arm. When the detective submitted the $1500 bill, officials told him the city was not liable because he was not treated by a city-paid physician. Mr. Nahas carried the story and editorialized on the air. It was later reprinted in the *Houston Press*. As a result of the editorial, the city council voted unanimously to amend its code and pay the detective's medical bill.

The concept of "vertical news" is getting increased attention at KDKA Pittsburgh. When a major news story is too complex to cover fully on the station's regular newscasts, News Director John Kulamer assigns members of his staff to explore the event in depth. The resulting reports are aired in up-to-the-minute installments of two-minute broadcasts throughout the day. The special broadcasts run during a musical program rather than a regular newscast. A complete rundown on the story is given on *Program PM* from 8 to 10 p.m.

KDKA has used this technique to cover Pittsburgh's fair-housing act, the backlog of court cases and the machinery tax.

Radio Press International has added to its voice news service a daily stock market report, broadcast direct from the New York Stock Exchange. A five-minute wrap-up of the week's stock market activity is available for weekend broadcast.

WERE Cleveland has begun an instant news service with its new 24-hour "Dial-A-News" feature. Listeners who call the specified number hear a one-minute news capsule.

► **Programming:**

A new program feature will begin this month on the seven CBS Owned Radio Stations. Called "Dimension," the service features sound vignettes on various subjects narrated by personalities in entertainment, government, industry and the arts. Each station will augment the "Dimension" discs with tapes of well-known local personlaities.

A collection of more than 60 American political "bandwagon" songs has been released for syndication by RCA Recorded Program Services. Presidential campaign songs from Thomas Jefferson to Vice President Richard Nixon and Senator John Kennedy have been recorded, many for the first time. The program package also includes Civil War songs, fully orchestrated with a band, chorus and soloists. In addition to tying in with political campaign programming, the material is adaptable to patriotic holidays and the Civil War Centennial.

► **Public Service:**

In Miami, WQAM set up an "Olympic Hop" to invite teenagers for dancing and entertainment. Over 1,300 young people jammed Bayfront Park Auditorium. Theme of the fund-raising campaign was "Youth Helping Youth."

Also on the Olympic front, KYW Cleveland, aired 200 one-minute appeals a week by Cleveland Olympic stars of the past and present. Donations arrived at KYW daily for two weeks.

A scholarship in memory of the late Albert E. Stine, former executive of the Associated Press has been donated by the Balaban Stations, St. Louis to the University of Missouri School of Journalism. • • •

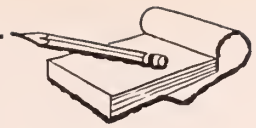


ELEANOR WHITLAW (r.), WRBL Columbus, Ga., interviews Dr. James Moultrie on Project Child Check, effort to give all first-graders physical, dental check-ups and immunizations before starting school term.



NEW YORK BOUND, Joyce Neltner won trip in "What Freedom Means to Me" contest of WKRC Cincinnati. With her are Ed Kennedy (l.), program director, and John Paris of Columbia Records.

BPA memo



Personal 'Promotionship' Scores High for Radio

WLOL* Minneapolis-St. Paul believes in combining good business sense and community service.

WLOL recently ran a three-month promotion with the cooperation of 100 Fuller Brush Company dealers in the twin cities metropolitan area.

The Fuller Brush men made their calls armed with a total of 200,000 emergency WLOL telephone tabs and 100,000 brush catalogues bearing a WLOL flyer (which they distributed in 300,000 homes).

On entering a prospective customer's home, the dealer tuned her radio to WLOL. He then explained she could win $13.30 in merchandise if she called the station after hearing a Fuller Brush chime on the air, if he was in her home at the time of the call. He then inserted the WLOL tab on her telephone, made his sales presentation and handed out the catalogue.

WLOL reports it awarded $4,179.60 in Fuller Brush merchandise to 972 listeners. In addition to tuning in 200,000 home radios, the dealers delivered 500,000 printed home impressions.

Fuller Brush reported sales up $15 per man during the promotion's first two weeks. Customers often bought products to keep a dealer in the house, hoping to win merchandise when the Fuller chimes were on WLOL.

The promotion did its job, the station says, by accomplishing these objectives: 1) increased WLOL audience, 2) increased total radio audience, 3) community good will, 4) public service and 5) higher Fuller Brush sales.

Listeners Strike Luck With Station Matchbooks

Without trying to corner the local match market, WWDC* Washington, D. C., claims that its "Lucky Matches" are the only ones in town that can "strike" twice.

The second "strike" is for cash, and depends on the number printed inside the station's matchbooks. If the numbers announced by WWDC personalities "match" those in the book, the holder may win from $5 to $500.

Available at local stores, the matches bear the call letters and the slogan, "The station that keeps people in mind."

Disc Jockeys Paddle Way To Official Canoe Record

What started as a gag among disc jockeys ended as an unusual promotion for WTRX Flint, Mich., and distinction for the announcers in the record books of the Michigan Canoe Racing Association.

WTRX reports that hundreds of its listeners went to the banks of the Flint and Saginaw Rivers to cheer a canoe-racing contest between two teams of staff members. The match came about after disc jockeys Mike Gaylord and Johnny Nogaj boasted of their canoeing abilities on the air. A quick challenge by two other staff members led to a 100 mile race from Flint to Bay City. To listeners who came closest in guessing the winners' time went various prizes. The deejays' winning time—20 hours, 13 minutes, 30 seconds—was recognized as official by the association.

Listeners Vote to Send Disc Jockey on Mars Junket

Deejays who might want to be members of the "First U.S. Expedition to Mars" can get first-hand information on just what it's like from nighttime personality Gene Loving at WLEE Richmond. He was selected by listeners as the WLEE radio personality they would like to send to Mars. The station picked R. C. Williamson, president of the Natural Gas Co. of Virginia, to accompany him. Mr. Williamson decided to take feminine company along and invited his wife. Dave Lyman, WLEE program director, rounded out the "first" expedition to the neighboring "planet." To their surprise, listeners later discovered that the trip led to Mars, Pa., near Pittsburgh. A motorcade met the party at the airport and gave a formal reception, sightseeing tour and banquet. The group attended a Broadway show in New York to wind up the expedition.

Drivers Picked Up Bearing Station Bumper Strip

WISN* Milwaukee is thinking of its "WIS'Ner's" these days by giving them five dollars if they are picked up by a roving station representative who spots the WISN bumper strip. Strips are issued to "WIS'Ner's" who send in postal card requests.

Station Lowers the Crane To Give Away Apartment

WINS New York recently wound up its "Keys to Happiness" contest with the selection of a grand winner from over 20,000 entrants. Listeners sent in old keys in hopes of winning the prize, a rent-free lease in a luxury, terraced apartment in Manhattan's new Park West Village. The winning key was picked by a blind-folded model who was lowered to the pile of keys by a 20-foot crane.

Station "Grocery Boy" Show Gets Everybody into the Act

A promotion that boosts sponsor goodwill and increases audience at the same time is not always easy to find. WING Dayton believes it has a "double play" in its *Kroger Grocery Boy* show. WING selects a Kroger store manager as the program's "Manager of the Day"; his name is mentioned on the air twice during one morning. Listeners who have sent in entry blanks are called by the WING "Grocery Boy" Lou Swanson, who asks the identity of the day's manager. A $25 merchandise certificates goes to the winner. Each time a listener gives an incorrect answer, the prize goes up five dollars. So far, reports WING, the prize money has climbed no higher than $10.00, and 10,000 listeners have entered the contest.

*Denotes stations who are members of BPA (Broadcasters' Promotion Association)

FALL OUTLOOK (Cont'd from p. 23)

workers are traveling to or from their jobs. Some 10 percent are shifting from 8 p.m. to midnight, another five percent from midnight to 4 a.m.

Peters, Griffin, Woodward Inc. is releasing this month portions of a special study conducted for it by A. C. Nielsen. Among the many things it will show is the strength of weekend radio. The study will point out that weekend radio ranks on a par with the coveted traffic times in terms of *number of different homes reached* and *male audience composition,* while the weekend cost is only 70 percent to 75 percent of prime time.

Another special study timed with the start of the fall season—this one by Trendex on behalf of Broadcast Time Sales—is designed to illustrate some of the pressing problems in the way time is bought.

"It is a growing feeling in the broadcast industry," states Carl Schuele, BTS president, "that agencies have not fully tapped the creative buying abilities, knowledge and experience of timebuyers . . . a greater reliance on buyers' judgment would make the media profession even more efficient and able to contribute more heavily toward attaining an agency's goals."

The survey was conducted among four groups: Timebuyers, media supervisors, account executives and client executives. One question asked, "Should timebuyers be consulted more frequently on marketing and copy approaches?" Trendex found these answers: 90 percent of the timebuyers voted "yes;" 80 percent of the media directors and a like percentage of account executives also saw value in the idea. Only 50 percent of client management, however, thought the added functions had any merit.

A second question asked, "Should timebuyers have a greater voice in media selection?" According to Trendex, 70 percent of the timebuyers said "yes." And response from media directors and account executives indicate that serious thought may be given to expanding the timebuyer's role: 60 percent of the media heads and 80 percent of the account men stated affirmatively that buyers should have a hand in scrambling the media omelette. Client executives once more showed their conservative leanings, with 50 percent of them voting "yes."

Single Rate

With an eye on the new advertising season and in an effort to make spot radio more appealing to clients and agencies, many radio stations have responded favorably to the SRA urging for a single rate.

The question of who qualifies for what rate under a dual structure has led increasingly to hard feelings among many national agencies. The headlines of the past six months in this regard have not been pleasant to read. The situation reached a climax when N. W. Ayer & Son called in all representatives for a conference urging that something be done to restore confidence in rates.

To this end, many stations seem to be going along with the SRA proclamation of last month that a single rate be urgently considered by as many stations as possible.

Lawrence Webb, managing director of SRA, has received an overwhelming response from stations. Many of them using the single rate have commented on its success; others have stated that they plan to make the switch. The comments of a few others are summed up in this terse remark by a skeptic: "I don't believe it."

One example of a station impressed with the importance of the SRA single rate stand is WEJL Scranton, Pa. Cecil Woodland, general manager, told Mr. Webb:

"Your letter was a most persuasive one and it dispels the last vestiges of indecision on our part. While the change to a single rate will produce a great many problems, we feel as do you and many others in the industry that the eventual gain will far outweigh any losses.

"One point which seems to make sense to us is that with the mobility of people today, even the smallest local merchant can profit from customers coming to town from our entire coverage area.

"We have always felt, additionally, that trying to determine exactly what criteria justified selling at the local rate was more difficult than having a single rate."

Mr. Webb believes that the establishment of a single rate will go a long way in winning new national business for radio. "It establishes confidence in the rates and makes it easier for a national buyer to estimate the cost."

Among the many single rate stations that have told SRA it has worked successfully are the Balaban Stations, KJEO Fresno, KHOW Denver, WHBC Canton (O.), KOOL Phoenix, KFSC Denver and WITZ Danville, Ill. Others, like KPHO Phoenix, state that they are making the changeover.

One of the letters Mr. Webb received in opposition to the single rate clearly states the case for the dual standard.

Henry Clay, KWKH Shreveport, La., states:

"It seems to me that this is a case of trying to manufacture a pattern to fit the cloth rather than 'cutting the cloth to fit the pattern.' The real problem involved here is not with the 'retail' and 'general' rates, but rather with the administration of these rates which in my opinion are based on logical reasoning . . .

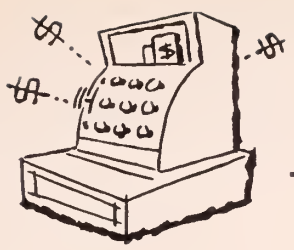
"Such practices as double billing, special package deals, together with a number of different rates entitled regional, local, national, distributors, brokers, etc., resulted from pressure induced by prospective advertisers. They discovered that radio managers would make a deal . . . One cannot correct this problem by making a single rate. It's analogous to passing a prohibition act in order to stop people from drinking . . .

"When a listener in Carthage, Tex., hears Chesterfield cigarettes advertised on KWKH, he can go next door and buy a package if he has the inclination. If he hears about a sale at Selber Brothers department store in Shreveport, he has to come 75 miles to make the purchase. Obviously, the national advertiser benefits more from the coverage than a local advertiser."

The positive steps being taken by the radio industry in better selling its product and in attempting to set its house in order, brings promise that the fall market will be a bright one for radio. • • •

HOMETOWN, U. S. A.

radio registers



DEPARTMENT STORE

To stimulate traffic during its first Monday open until 9 p.m., Sears, Roebuck & Co., Huntington, N.Y., ran a special on 10-pound bags of charcoal. The company bought eight 30-second announcements on WGSM Huntington, using news and weather adjacencies. The charcoal could be bought at the reduced price from only 5 to 9 p.m., one bag per customer. The Sears manager reported that sales of grills and outdoor cooking equipment were higher that day than in any previous week. Sears now runs a steady air schedule, according to the station.

FURNITURE

When the West End Furniture & Appliance Store noticed a slight sales decline, the manager decided to advertise on WDOK Cleveland as a business stimulant. Traffic increased 150 percent after heavy spot saturation, according to WDOK. Store manager reported business so brisk that he had heavy orders for appliances not in stock. The store stayed open until midnight to accommodate increased traffic.

APPLIANCE DEALER

Two products were promoted by appliance dealer Bob Schaad with a heavy number of spots on WJPS Evansville, Ind. According to the station, Mr. Schaad bought double spots totaling 60 announcements a day for two days. The first spot was a 60-second hard sell commercial for stereo units. Then followed a 30-second jingle and a 30-second soft-sell commercial for furniture. The station says that Mr. Schaad was the first to use this technique in Evansville, and reported heavy store traffic.

RESTAURANT

After the local newspaper in Apple Valley, Calif., printed the wrong date for the opening of Hesperia Airport Lodge, the management had to work fast to ward off a customerless first night. The restaurant owner quickly bought spots on KAVR. According to the station, at least 20 parties at dinner said they had heard the announcements. Now, says the station, the restaurant is a steady KAVR account.

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

Today's News Right Now! . . . Direct line to Washington, New York, and Foreign Capitals six times daily. Rapid Reporting of Missouri and Regional News thru KFAL News Bureau, roving reporters & stringers, backlogged by reliable United Press International. Mid-Missouri *depends* on KFAL RADIO NEWS. Your *finest choice* for Sponsorship and limited adjacencies.

Represented by John E. Pearson Co.

KFAL RADIO MIDWAY 2-3342
Fulton, Missouri
900 Kilocycles 1000 Watts

ONE OF THE WORLD'S DISTINGUISHED RESTAURANTS



VOISIN

575 Park Avenue at 63rd St.

NEW YORK

LUNCHEON
COCKTAILS
DINNER
SUNDAY BRUNCH

Open seven days a week

BANQUETS & PARTIES

Credit Cards Honored

For Reservations: Michel, TEmpleton 8-6490

GET
ACTION
IN COLUMBUS
on the NEW WCOL

ACTION: Client purchases spot package . . . WCOL prepares "fluff-proof" taped commercials . . . sales message is single spotted, delivered during "selective programming", rated FIRST in 60 segments from 9 a.m. to midnight. (Pulse, Hooper, Nielsen)
REACTION: People listen . . . people hear . . . people buy!
MORAL: Get greater sales action through listener reaction, on the NEW WCOL!

THE NEW WCOL
THE CAPITAL STATION
COLUMBUS 15, OHIO
1230 AM
92.3 FM
24-hours-a-day-broadcasting
Represented by:
robert e. eastman & co., inc.

35 YEARS
OF
RADIO
WITH A
REASON

WTIC

50,000 watts
HARTFORD, CONNECTICUT
Serving Southern
New England
REPRESENTED BY
THE HENRY I. CHRISTAL
COMPANY

report from RAB

Station Presentations Using Show Business Techniques

Radio stations today are leaning toward more punch in their presentations, more showmanship in their selling, the Radio Advertising Bureau states. This fact is indicated by station response to a new 35mm color slide presentation just released by the association. The presentation is designed to add a new "show biz" dimension to station presentations—and at the same time give salesmen an easy-to-use pitch that details radio's big plusses for advertisers in the 1960's.

In addition to the new slide presentation, RAB has recently produced these sales tool: (1) a specially imprinted acetate sheet which accompanies a new RAB printed presentation and is designed to emphasize a specific tv shortcoming; (2) a series of tapes featuring 30 outstanding commercials of individual retail categories; (3) a five-minute tape recording with humorous overtones designed to be played as a prelude to a new RAB presentation.

The new slide presentation—titled "Sound Selling in the Sixties"—throws into focus radio's selling power and phenomenal growth. Thirty 35mm color slides are included in the presentation, along with a complete working script for use by the salesman making the actual pitch. The script covers an introduction, a text for each of the 30 slides, plus a closing that's written to give the salesman a smooth transition from the overall radio pitch into his own station story.

The slides are sized to fit any standard 35mm viewer or projector, an item owned by at least one of the personnel at almost every U. S. radio station.

The presentation has the special advantage of being easily localized, says the RAB. Stations can document their own assets by taking the desired pictures with a 35mm camera. Station rate cards, endorsements by local advertisers, coverage maps, pictures of leading retail stores that are station clients and pictures of station personalities can thus all be easily integrated into the overall presentation.

In the presentation, special emphasis is placed upon radio's growth in the years since tv entered America's living rooms. It reports a jump of 11.2 million radio sets sold in 1950 to more than 80 million sold last year.

Role in '60's

In keeping with the theme of the presentation—radio's role in the new decade—set sales are projected to 1965. Based upon demographic and sales analyses, set sales that year are projected to hit more than 20 million, according to RAB.

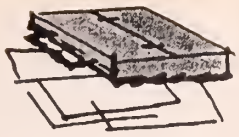
Based upon the same procedure, tv set sales five years from now will hit six million. The RAB slides reveal tv set sales dropped from 6,132,000 in 1950 to 5,719,000 in 1959.

Among other highlights of the presentation are radio's out-of-home reach; the number of new radio listening posts and their function for advertisers; a comparison of radio and tv coverage in the nation's rich and growing suburban areas, and the medium's tremendous "last word" selling advantage. • • •

RAB'S NATIONAL SALES TREND OF THE MONTH

While many of the nation's leading multi-product companies have always bought radio for one or more of their individual lines, they don't as often make a blanket radio buy for all the products they market. Recently, however, one of the country's major advertisers that made just such a blanket buy on a corporate level, currently rotates its radio advertising among a great percentage of its varied brands. RAB's national sales force is now bringing the mechanics of this intriguing corporate buy to the attention of many other companies in similar situations.

report from representatives



How Time-Selling Has Changed in 15 Years

The years since the close of World War II have been ones of major changes for sellers of time. The situation is almost analagous to a dry goods shop evolving into a department store.

As Avery-Knodel Inc. celebrates its fifteenth anniversary and looks back on its founding on September 17, 1945, the company declares, "It seems that these years have really been the ones that have matured the station representation industry. It used to be that all we were asked to do by our represented stations was to sell their time.

"Today, our operations are vastly more complex — primarily because of a real need on the part of radio and tv stations everywhere for far more services."

Avery-Knodel emphasizes "that we still continue to be a *selling* organization. But today we offer stations sales promotion, research and even programming services undreamed of 15 years ago. We counsel them on local audience promotion, on rates, on audience research and on just about every phase of station management as well as national spot sales."

All of these services have become a part of the firm's operation on a gradual basis. The sales promotion, advertising and publicity staff, for example, which was first established on a limited scale eight years ago, has now grown to eight people.

A separate research department, established two years ago, has grown to five people. In addition, there are sales development and special services personnel backing up the sales staff.

"We believe that although we now have a larger sales staff than ever before, these men—equipped with selling tools they formerly had to develop themselves — are now making more personal sales calls per day with naturally increased selling efficiency."

Katz News Pool

The ever-widening horizon of services that representatives offer to their stations has led to the formation of a news exchange system.

Radio stations represented by the Katz Agency Inc. now have at their disposal a "News Exchange Directory" that enables them to obtain through direct contact voice reports of major news stories breaking in other parts of the country.

For stations without network service, it means a convenient way of getting on-the-scene reports of important stories. For stations with network news, it provides special reports of regional and local stories that may not ordinarily be made available.

The compilation lists the following information in this order: City, station, news facilities, conditions (possible charges), personnel (news director, program director, sports director, farm director and women's director) and telephone numbers.

Small-Market Attention

The newly-formed radio representative firm, Spot Time Sales Inc., is devoting its energies to selling markets *below* the top 40. Officially started last month, the firm now handles about 15 stations with another five pending.

William Heaton, formerly Chicago manager and assistant New York sales manager of Daren F. McGavren Co., is head of the new firm. In addition to New York headquarters, Spot Time Sales expects this month to have offices in Chicago and San Francisco.

He believes that beginning this fall smaller markets will be receiving a greater share of the national advertiser's attention than ever before. The reasons for this, he states, are the crowded tv picture and demands from local offices of major companies. • • •



NOW . . .

Reprints of selected articles and features in U.S. RADIO are available in the above form. Other articles and features in U.S. Radio can be reprinted for your use at nominal cost.

For complete details write—

Reprints
U.S. RADIO
50 West 57th Street,
New York 19, N. Y.



ART LINKLETTER'S HOUSEPARTY

To millions of listeners, the liveliest Art is Linkletter. His zany stunts, surprises and conversations with kids (who say the darndest things) make Houseparty a bright spot in the day for housewives. And as for sales, nobody livens them up like Art Linkletter. In all radio, Art Linkletter is the kind of company you keep

ONLY ON CBS RADIO

report from agencies

Radio Co-op Role Observed By New Specialty Agency

Radio is picking up much of the extra money being spent by national manufacturers in their expansion of cooperative advertising programs, reports Lester Krugman, president of Cooperative Advertising Specialists, New York.

"Radio lends itself to co-op advertising, perhaps better than any other medium, in the respect that many local retailers can more easily adapt a comprehensive advertising program to local spot radio because of its lower cost per unit. In addition, a national advertiser can buy local adjacencies on network radio for dealers," reports Mr. Krugman.

His predictions are based on recognition of the growing participation of national manufacturers in cooperative advertising programs.

As an example, he cites the Bulova Watch Co. which is using co-op for the first time this fall. Co-op advertising will figure prominently in Bulova's radio expenditures. The company returned to the familiar Bulova time signal on radio last spring, after an 11-year hiatus. (See *How McCann-Erickson Leads Three to Radio,* August 1960.)

These developments have been instrumental in Mr. Krugman's decision to open his new agency, which will provide a complete service for manufacturers who engage in co-op, including the creation, administration and merchandising of their programs. According to Mr. Krugman, Cooperative Advertising Specialists is the first agency to be devoted exclusively to these services.

"Co-op expenditures run at the rate of about two billion dollars annually," Mr. Krugman observes. "Thousands of manufacturer-advertisers who participate in these expenditures have been forced to administer their own co-op programs because no competent service has been available to take over entire programs."

"Major advertising agencies tend to stay away from their client's co-op programs for two reasons," he states. "Agencies don't know enough about co-op. Furthermore, co-op advertising placed by the agency is non-commissionable because contracts are made at the local rate. In order to service their client's coop programs, agencies must bill the client an extra service charge.

"In spite of its inherent abuses, co-op has become too important a marketing tool to continue to be ignored by agencies," Mr. Krugman explains. He feels that the complexities of co-op are such that few agencies have developed the knowledge and experience needed to make a major contribution to the client's program.

With the move of many national advertisers to co-op programs, he notes, many agencies find themselves drawn into this program. He cites as examples Young & Rubicam, J. Walter Thompson, BBDO and McCann-Erickson (U.S.A.) which are presently engaged in cooperative advertising programs for their clients.

"Co-op is tremendous in volume and continues to grow each year," Mr. Krugman emphasizes. "Bulova Watch Company's use of co-op this fall follows in the wake of similar moves by national manufacturers of carpet, china, lawn-mowers and boat products."

Mr. Krugman cites the recent return of automobile manufacturers to this practice. "In 1956, Detroit dropped all of its cooperative advertising. Their return to the use of co-op was necessitated by a decline in business, coupled with the fact that manufacturers of imported cars use co-op extensively."

Formerly a vice president of National Telefilm Associates, he is also founder of *Cooperative Advertising Newsletter.* • • •

Fm'ers Appraise the Medium; Receiver Activity Increases

The mounting agency interest in fm has not blurred the vision—nor muffled the hearing—of the fm operator.

It was a realistic approach to broadcasting and advertising that finally brought the hi-fi medium out of the shadows. And it will take continuing realism and self-appraisal to clear the road for future progress.

In the first questionnaire survey of fm stations by U.S. FM, stations were asked to comment on the problems fm faces in gaining a greater share of national ad expenditures.

The fm broadcasters pointed the finger at themselves as well as at agencies in charting the course ahead to channel more national ad budgets into fm as well as to pin down the interest of agencies.

Here are sample questions from the questionnaire return:

Karl S. Kritz, general manager, WPFM Providence, R.I.: "Fm station owners and managers must develop a greater confidence in their product and not be afraid to promote it. Phil Harris once said, 'Doing business without advertising is like kissing your girl in the dark; you know what you're doing but nobody else does.' Fm operators must get together and start shouting their wares from the roof tops of Madison Avenue."

Lynn Christian, station manager, KHGM Houston: "This is what the national timebuyers and account executives have repeatedly told us on our sales trips to New York, Chicago, St. Louis, Atlanta and Philadelphia: "(1) Need greater market information (income, education, audience composition, etc.); (2) need higher penetration figures—in other words, more fm sets must be sold; (3) must spend more money for national promotion of the medium (big agency presentations, national trade ads, personal calls in New York and Chicago by station management and better printed material)."

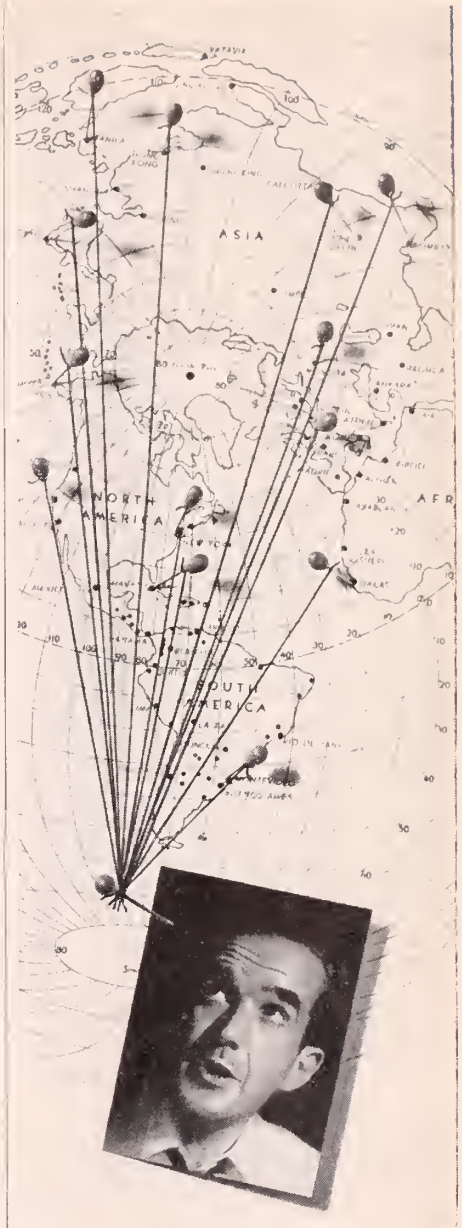
Harold Tanner, general manager, WLDM Detroit: "While the amount of national expenditures is continually increasing, it is not coming as rapidly as warranted, based on wide acceptance today of fm, particularly in major markets by listeners. Research proving this is readily available, but too often it remains in agency files. Some way should be devised to get this material directly into the advertisers own research departments."

Output Increases on Receivers

There are various indications that the manufacturers of fm receiving equipment will increase both their fm radio production and selling efforts. When the 1961 radio-phonograph lines were introduced during the annual convention of the National Association of Music Merchants in Chicago this summer, it was noted that almost every major manufacturer was showing a low-cost fm-only radio—many of them for the first time. In addition, almost every stereo phonograph console, and many high-end portables and table models, came equipped with an am-fm tuner either as a standard or optional piece of equipment.

For example, Zenith's new line of 20 stereo consoles include four units that have a provision for an am-fm tuner; 13 others are standard equipped with an am-fm radio, and three others are am-fm-tv combinations. In addition, the firm is offering a line of eight fm table models, including a new clock radio.

L. C. Truesdell, president of the Zenith Sales Corp., states "During the first six months of 1960, unit sales to dealers of Zenith fm-equipped table and portable sets topped those in the corresponding period in 1959 by over 70 percent." • • •



BACKGROUND

Edward R. Murrow presides over a major innovation in news programs. Every Sunday he and crack CBS News correspondents abroad examine the week's most significant news in a 25-minute international "conference call." The objective: to impart fresh insight into the meaning of the news. In all radio, Edward R. Murrow is the kind of company you keep . . .

ONLY ON CBS RADIO



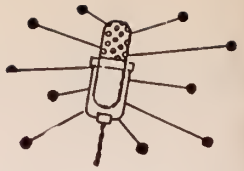
A SILVER SPOON IS NOT ENOUGH

She may be born with "advantages" and raised with love—but there still can be plenty lacking. That is, if the school she goes to isn't good enough. Crowded classrooms, unqualified teachers, outdated equipment, inadequate curriculum—any one of these can shortchange your child's education and her future. Look into the quality of the schools she'll attend—work through your local committees or your School Board for their improvement. Doesn't she deserve the best?

Yardsticks for Public Schools

FREE BOOKLET! Measure the *quality* of education offered in your child's school. Find out how it compares with the best in the country...how you can make it better. For your copy—and free guidance on many school problems—write: Better Schools, 9 East 40th Street, New York 16, New York.

report from networks



► **CBS:**

The proposed changes and modifications in the Program Consolidation Plan developed by the executive committee of the affiliates board, are expected to receive final ratification at the meeting of affiliates at the end of this month. In presenting the changes in PCP, Arthur Hull Hayes, president of CBS Radio, reported on the success of the program since it was instituted some 20 months ago. Mr. Hayes said that clearance has improved to 99 percent; affiliate relations have improved, and that for the last quarter of 1959 and the first six months of 1960, CBS Radio has been operating in the black.

Basic changes called for in the PCP proposals would see a shift of emphasis to news and information. Mr. Hayes said that radio and networks can best do news and should press more into the information field. In making more time available for the expanded news programming, the network will discontinue the daytime serials, the *Amos 'n' Andy Music Hall* and two Sunday westerns. The daytime personality line-up of Arthur Godfrey, Art Linkletter, Garry Moore and Crosby-Clooney, however, will be continued.

In detailing the news expansion, Mr. Hayes pointed out that *World News Roundup* and *World Tonight* would continue as at present. In addition, the network would change the on-the-hour news service from five to 10 minutes. In each 10-minute segment, the last two-and-a-half minutes would contain less important news and permit the affiliate to insert either local news or insert a 60-second local commercial. Also, CBS will offer a new information feature service. Every hour on the half-hour, it was explained, the network would offer a five-minute feature—sports, news analysis and background, human interest and similar programs. These would be assigned for sale by the network and may be broadcast then or at any time within the next 25 minutes.

► **NBC:**

Broadcasters are giving thought to the prospects outlined for radio by Robert W. Sarnoff, chairman of the board of the National Broadcasting Co., in an address at a luncheon commemorating the 40th anniversary of WWJ Detroit. Reviewing the medium's problems since the advent of tv, Mr. Sarnoff said, "Today for the first time in many years the NBC Radio Network looks pretty healthy, and it is built on the key arch of *News-on-the-Hour* 18 times daily; and *Monitor*.

". . . Radio's changing character and recent progress," he said, "have been strongly characterized by two main developments: First, heavily increased attention to news; and second, specialization — with greater emphasis on local service and increased attention to the specific needs of individual segments of the community."

► **ABC:**

The network reports that it has sold its election coverage. The event will be co-sponsored by the Philco Accessory Corp. and the Mennen Co. In other new business areas, it is reported that the Burma Vita Co. will sponsor pre- and post-game shows involving the Notre Dame football broadcasts.

KFMJ Tulsa, Okla., has joined the network as a new affiliate, ABC states, replacing KOME.

► **MBS:**

Robert F. Hurleigh, president of Mutual network, has been awarded the Veterans of Foreign Wars Gold Medal of Merit and Citation for "his outstanding contribution to communications." The presentation was made at the opening session of the VFW convention in Detroit late last month. • • •

report from Canada

Broadcasters to Ask BBG For Liquor Code Changes

Widespread dissatisfaction with the Ontario Liquor Advertising Code, in effect only since August 1 for radio stations, appears to be prevalent among Canadian wine and beer advertisers. The feeling was made known at a meeting recently of the Canadian Radio Station Representatives Association.

Broadcasters, in an effort to gain their share of the estimated $40 million advertising expenditures, will attend a meeting with the Broadcast Board of Governors this month to ask changes in the new code. Central Canada Broadcasters Association is sending a group of its members, headed by Cam Ritchie of CKLW Windsor, to the meeting with a presentation of their views.

Media Disparity

Mr. Ritchie announced these plans at the CRSRA meeting in Toronto, which was attended by heads of Canada's 15 station representative firms.

The representatives reported that their contact with beverage advertisers and their agencies resulted in the prediction that advertisers will be slow to buy because of the disparity with newspaper regulations which became effective September 1.

The code's provisions for radio restrict the advertiser to opening and closing announcements on programs of minimum 10-minute length. Only brief mention of the sponsor's name is permitted, such as: "This program is brought to you by the XYZ Brewery."

On the other hand, it is pointed out, print advertisements may include product and brand name, body label, trade marks, established slogans, recipes and copy descriptive of the merits of the product.

Representatives report that many brewers feel heavy expenditures in radio will not be worthwhile until the code for broadcast advertising is expanded.

Several radio commercials, prepared by the representatives in conformance with the print regulations, were heard at the meeting. It was suggested that the BBG amend the code to allow their use. However, Dr. Andrew Stewart, BBG chairman, and William Collins, chairman of the Liquor Control Board of Ontario, both present at the meeting, had no comment.

Meanwhile, beverage advertisers who have been using radio stations in the U.S. cities near the Canada border may have to suspend this practice. According to Mr. Collins, the LCBO has cautioned that advertising outside the province which does not conform to the new code may result in blacklisting for the advertiser in Canada.

Fall Radio Survey

Duncan Grant, executive vice president of the Bureau of Broadcast Measurement, has announced that the 1960 Fall Survey of radio stations will be taken November 14 to November 20.

In making the announcement, Mr. Grant said "For at least two weeks prior to the survey and during the survey week, all stations should refrain from station sponsored contests or give-aways which have not constituted a part of their normal continuous promotional activities."

He stated that figures resulting from the survey must be regarded as representative of normal conditions. The research and development committee will conduct the survey. • • •

WITHIN A STONE'S THROW OF COMMUNICATIONS ROW!

One of New York's most desirable locations

MADISON AVENUE AT 52nd STREET



A Bigger and Better

Berkshire HOTEL

Just steps from anywhere... now with 500 individually decorated rooms and suites — and completely air conditioned.



The magnificent new

BARBERRY

17 E. 52 St.

Your rendezvous for dining deliberately and well... open every day of the week for luncheon, cocktails, dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138

KNOTT HOTELS

NOW we can offer you
PROVEN RESULTS*
with these
TELE-BROADCASTER STATIONS

IN Hartford - (CONNECTICUT) WPOP
IN Kansas City - KUDL
IN Los Angeles - (SPANISH LANGUAGE MARKET) KALI
IN San Francisco - (SAN MATEO) KOFY

★ TOP RATINGS IN AUDIENCE
★ MORE LISTENERS PER DOLLAR
★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

3 LOCAL RADIO STATIONS IN 1

That's what you get when you buy time on
BIG 5,000-WATT
WFHR
WISCONSIN RAPIDS
with full time studios in
MARSHFIELD AND STEVENS POINT
BIG Coverage at Lowest Cost-Per-Thousand . . . 20 Years of Local Radio Service
WFHR
WISCONSIN RAPIDS, WISC.
Phone HA-3-7200
Represented by Devney, Inc.

radio research

Research on Various Aspects Of Auto Market Continues

Data on various aspects of the auto radio audience continue to throw more light on this important segment of the radio market. According to the Radio Advertising Bureau, 83.7 percent of all new cars purchased today are equipped with a radio. That these radios are used extensively is seen in the RAB estimate that 75.6 percent of all auto radios are tuned in during an average week.

In view of these figures on radio's prominence in the typical auto, it is significant that, according to Sindlinger & Co., five-car households in the United States increased 56.7 percent during the first quarter of 1960 over the last quarter of 1959. The report states that "Single-car households continue to represent the largest percentage of car-owning households, making up 61.4 percent of all American homes.

". . . The number of two-car households increased 2.6 percent during the first quarter of this year over the last quarter of 1959, with 17,624,000 families with two cars compared with 17,172,000. . . . The number of three-car households increased 5.8 percent, or 2,973,000 against 2,811,000 during the last three months of 1959."

Considering the high percentage of new cars that are purchased with a radio, it is interesting to note that the Sindlinger data shows that in two-car households, those owning two new autos increased by 4.2 percent, while those owning two used cars increased by only 0.4 percent.

When and Where

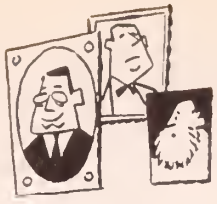
Some added research on when and where people drive their autos has been provided by a study recently released by KQV Pittsburgh. The data is taken from a survey conducted by the Pittsburgh Area Transportation Study, an organization maintained by the city of Pittsburgh, Allegheny County and the state of Pennsylvania. Objective of the study was to determine how many drivers and passengers are on the road at any given hour, and where they are going. As the station points out, the hourly destination tables can help determine exact time periods to be used to reach specific audience groups. Included among the destinations in the study are: Home, work, shopping, school, social recreation, meals and personal business. The survey area covered the city of Pittsburgh and approximately 110 surrounding boroughs and townships.

In the group with a destination of home, the study shows that the number jumps from 15,995 drivers and 6,290 passengers at two p.m., to 35,518 drivers and 25,500 passengers at three p.m. The peak is reached at five p.m., with 82,215 drivers and 33,555 passengers heading for home.

According to the survey, the number of drivers and passengers going to work is concentrated in the seven a.m. and eight a.m. period, with sharp drop-offs before and after those hours. The best hour to reach people out driving on shopping trips, the survey shows, is seven p.m. At this time there are 15,829 drivers and 11,694 passengers on their way shopping. The next most popular hour for this activity is 10 a.m., with 9,915 drivers and 3,644 passengers.

The most active period for driving to social recreation activities is seven p.m. and eight p.m. As would be expected, 12 noon and six p.m. are the hours during which there are the largest number of drivers and passengers going to have meals. In providing totals for all categories, the survey indicates that the five hours during which the greatest number of passengers and drivers are in autos are five p.m., 8 a.m., 7 p.m., 6 p.m. and 3 p.m. • • •

names and faces



Noting the Changes Among The People of the Industry

AGENCIES:

Lawrence D. Reedy, sr. staff exec. for tv and radio, American Association of Advertising Agencies, New York, becomes v.p.

Bill McQuillan joins Kenyon & Eckhardt Inc., New York, as copy supervisor, radio/tv, from Donahue & Co. Inc., New York.

Frank L. Woodruff named v.p. of Lennen & Newell Inc. in charge of program production on the west coast.

Donald H. Stone moves from Grey Advertising Inc., New York, to Lennen & Newell Inc., New York, in the copy department.

Edgar M. Griswold, formerly with Procter & Gamble Co., moves to William Esty Co., New York, as v.p. and account executive.

John A. DeBenham named assistant to v.p., radio/tv production at Doherty, Clifford, Steers & Shenfield Inc., New York.

Robert Liddel, Compton Advertising Inc., New York, advances from head timebuyer to associate media director.

Rodney Albright, James Hayes and **Frank Reed,** members of radio/tv department at Sullivan, Stauffer, Colwell & Bayles Inc., New York, elected v.p.'s.

Paul McCluer, exec. v.p., Wade Advertising Inc., Chicago, moves to agency's Los Angeles office. He replaces **Forrest Owen** who joins the Chicago office as exec. v.p.

Richard P. Jones, associate media director, J. Walter Thompson Co., New York, becomes director of media.

James R. Heekin appointed senior v.p., Ogilvy, Benson & Mather Inc., New York.

STATIONS:

Marshall M. Carpenter Jr., formerly RCA broadcast equipment representative, appointed president and gen. mgr., WDTM(FM) Detroit.

Jim Ramsburg, former production dir., WDGY St. Paul, named national program director, Franklin Broadcasting Co.

Jerry Jewler joins public relations staff, WWDC Washington, D.C.

Theodore E. Sliwa rejoins WERE Cleveland as account executive.

John F. Williams, formerly gen. mgr., KRKN Roseburg, Ore., joins sales staff of KPAM and KPFM Portland, Ore.

Thomas Schmitz becomes account executive, WRIT Milwaukee.

Verne Paule, gen. mgr., WJPS Evansville, Ind., named v.p. and director.

Jack Powers joins WXYZ Detroit to head public affairs department.

Perry M. Beaumont, formerly promotion dir., WNBD Peoria, Ill., appointed sales representative, KYW Cleveland.

James J. Wychor joins sales staff of KSTP St. Paul.

Milton E. Bliss, former producer of the **National Farm and Home Hour,** appointed director of agriculture for WFIL Philadelphia.

George Goldman moves to KEWB San Francisco as promotion-publicity director from director of creative services at KYA, San Francisco.

William R. (Bob) Williams, formerly with McCann-Erickson Inc., Detroit, joins promotion department, WWJ Detroit.

Warren Johnson becomes account executive, KAYO Seattle, after serving as manager, KQTY Everett, Wash.

Joseph A. Parry promoted from account executive to sales manager, WNCN(FM) New York.

REPRESENTATIVES:

William E. Morgan, formerly in sales department, WXYZ Detroit, appointed gen. mgr., Adam Young Inc., Detroit.

Len Tronick Donahue & Co Inc., New York, moves to Venard, Rintoul & McConnell Inc., New York.

William R. Reitmann becomes manager of The Bolling Co., Los Angeles office.

Bill McRae and **Robert Dalchau** appointed managers, H-R Representatives Inc., of Atlanta and Dallas offices, respectively.

NETWORKS:

Robert F. Fountain moves to ABC as account executive, from sales representative, *Look* magazine.

William D. Greene appointed assistant general attorney for CBS, leaving the law firm of Hawkins, Delafield & Wood.

Fred Horton appointed general sales executive, NBC Radio and Spot Sales. Also at NBC: **George Fuchs** named vice president, labor relations, and **Richard J. Raburn** chosen as controller.

INDUSTRY-WIDE:

Robert A. Monroe appointed gen. mgr., **John S. Murphy** becomes assistant to the president, World Broadcasting System Inc., New York.


McRae


Reed


Powers


Carpenter


Ramsburg


Williams


Dalchau


Woodruff

EDITORIAL



. . . bright fall ahead

REPRESENTATIVES OPTIMISTIC

Most national representatives after having examined early indications are looking forward to a prosperous fourth quarter.

The fall market outlook appears exceptionally bright because of the return of old radio customers as well as the addition of new "sound" clients (see *Optimism Grows for Fourth Quarter,* p. 21).

A look at early moves by advertisers shows that drugs, food, cars, car accessories and tobacco will be strong on radio for the months ahead.

In addition, there are many radio buys being made that are significant either because they are radio firsts as in the case of Henblein's Maltex cereal or because of the nature of the buy as the planned year-around campaign for Plymouth and Valiant.

HOW WILL RADIO BE BOUGHT?

Again this year, agencies will be placing the bulk of their radio money in driving times, using high frequency, saturation packages.

Many representatives, however, are making strong efforts directed at getting the agency and client interested in the *whole* broadcast day.

Edward Petry & Co., New York, for example, is just releasing a new presentation called "Shift Time." It documents not only the general growth of radio listening throughout the day, but it also provides a market-by-market study of job shifts.

For Dallas-Fort Worth, the study states that about 22 percent of blue collar workers leave work between 2 and 4 p.m.; another 12 percent leave from 6 p.m. to midnight.

Kevin B. Sweeney, president of Radio Advertising Bureau, also makes this observation about the way radio will be bought this fall:

"There is a significant shift to and growing interest in the 9 a.m. to 3 p.m. time period as an efficient time for reaching the housewife."

Heavy weekend listening also is being exploited in a new study by Peters, Griffin, Woodward Inc., New York. It shows that Saturday and Sunday tune-in ranks with the prime driving times in male composition and in number of different homes reached at a fraction of the cost.

The concentrated selling efforts of representatives are expected to pay substantial dividends this fall in additional radio outlays.

A NEW ADVENTURE

As readers of U.S. RADIO are currently scanning this issue, they are to be reminded that the first edition of U.S. FM is also being used. It is our desire that the launching of this new fm-only magazine will fill the same void that was present when U.S. RADIO started three years ago.

THOMAS PAINE

would have been "in his element" at WPTR

Tom Paine had a dedicated sense of responsibility. So as WPTR. He'd have loved it here.

WPTR takes a more active part in the promotion of Public Service than perhaps any radio station in America. It plays music, of course, but news comes first. It believes radio is primarily a media of communications and that it is more effective in many areas than print could ever hope to be.

WPTR originated "Action—Central News". This concept of instantaneous round the world coverage plus mobile unit local coverage is now being used (title and all) by over 100 major radio stations coast to coast.

But more—WPTR not only covers the news—it says what it thinks about it, too. And it says it in the most independent language of any independent in the business. This is GRASS ROOTS RADIO AT ITS BEST and perhaps why WPTR is the best listened to station in the market.

Perhaps that's why it has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations put together.

WPTR 50,000 PEOPLE WATTS

ALBANY, TROY, SCHENECTADY

The Dominant Station in the market according to Pulse. Right up there with Hooper, too. Represented nationally by Robert E. Eastman & Co., Inc.



DUNCAN MOUNSEY EXEC. V. P. OF WPTR
A division of SCHINE ENTERPRISES



BORED...

with your Advertising Results?

Try KISN

with 35.7% of the Audience in **GREATER PORTLAND***

More ¼ hour firsts than all other Portland Stations combined! 290 out of 300 — April, 1960, PULSE

*JUNE-JULY, 1960, HOOPER

DYNAMIC RADIO IN DYNAMIC MARKETS

KISN - Portland
AVERY-KNODEL

KOIL - Omaha
AVERY-KNODEL

KICN - Denver
ADAM YOUNG

the Star stations

DON W. BURDEN — *President*

NATL ASSN OF BRDCSTRS
1771 -N- ST NW
WASHINGTON 6 D C
USR 05-19-03-1276-NOP

...rs and sellers of radio advertising

...RADIO

VOL. 4—NO. 10

OCTOBER
1960

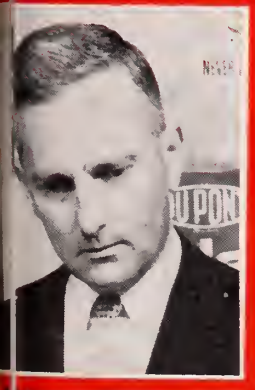
35 CENTS

...O MEASURES UP
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page 25

...KS ON RADIO
...her Reports How
...Produces Sales
page 28

...L SERVICE
...Shows Stations
...te Service Programs
page 37

...AND AUTOS
...y Opinion on New
...dio Campaigns
page 41



...illiam W. Carty
...t Places Heavy
...chedule to Help
...h New Product
page 32

WKBW
IS
FIRST IN BUFFALO

HOOPER *RADIO* AUDIENCE INDEX

CITY: BUFFALO, N. Y. MONTHS: JULY—AUGUST, 1960

SHARE OF RADIO AUDIENCE

TIME	RADIO SETS-IN-USE	WKBW	STA. "B"	STA. "C"	STA. "D"	STA. "E"	STA. "F"	STA. "G"	STA. "H"	OTHER A M & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A. M. - 12:00 NOON	15.0	32.5	28.5	10.0	5.7	7.5	8.2	3.6	2.1	2.1	6,009
MONDAY THRU FRIDAY 12:00 NOON - 6:00 P. M.	13.3	45.2	15.5	5.4	10.5	6.0	6.0	7.1	1.8	2.4	7,209
SUNDAY DAYTIME 10:00 A. M. - 6:00 P. M.	12.5	34.9	4.6	12.3	10.3	4.1	9.2	6.2	9.2	9.2	1,887
SATURDAY DAYTIME 8:00 A. M. - 6:00 P. M.	15.8	46.8	12.3	9.0	6.6	12.3	6.3	4.7	0.3	1.7	2,320
MONDAY THRU FRIDAY 6:00 P. M. - 10:00 P. M.	11.9	34.7	11.1	13.9	11.3	7.6	6.5	10.2	1.2	6.9	4,822

and PULSE AGREES

WKBW is No. 1

32% AVERAGE SHARE OF THE AUDIENCE

August 1960 PULSE (Buffalo) Mon - Sun 6:00 A.M. — 12:00 MIDNIGHT

WKBW — BUFFALO — 1520
50,000 WATTS • Clear Channel

Represented by
AVERY-KNODEL



NOW AVAILABLE...

Radio Impact in the Twin City Market

A sociological study approved by the University of Minnesota

A recently completed survey designed to measure the impact and impression which each radio station and its personalities makes on the Twin Cities population has now been compiled for use by advertisers and advertising agencies.

Under the direction of Dr. Roy Francis, Professor of Sociology, University of Minnesota, this survey meets the highest possible standards of design, procedure, sampling and evaluation that modern research can provide.

Among the results which we (for obvious reasons) find particularly interesting are the following:

Favorite disc-jockey among 15 listed—Don Doty

Favorite radio sports announcer—Dick Nesbitt

Favorite radio newscaster—Bob Ryan

Impact is also measured by age, income and educational levels.

Your nearest Edward Petry office or a KSTP representative will be happy to give you further details on obtaining a copy of the survey. Or, you may write Byron E. Anderson, Sales Manager, KSTP Radio, 3415 University Avenue, Minneapolis, Minnesota.

KSTP RADIO
1500 ON YOUR DIAL
MINNEAPOLIS · ST. PAUL



✻ WGAR is warming up for another great season of sports coverage. To kick off this program, WGAR is broadcasting the thrills and color of every Cleveland Browns game and each Ohio State gridiron battle to listeners throughout the Northeastern Ohio area. Sports fans will also be treated to the on-the-spot coverage of the Cleveland Barons hockey matches plus the play-by-play action of the Cleveland Pipers, Cleveland's entry in the pro basketball circuit. Add to this WGAR's programming of good music, drama, comedy, news and local events featuring top local and CBS personalities and you have a complete entertainment package that is truly . . . Radio for Grown-Ups . . . of All Ages.

CLEVELAND—50,000 WATTS

PEOPLES BROADCASTING CORPORATION

WGAR . . . . . Cleveland, Ohio
WRFD . . Columbus-Worthington, Ohio
WMMN . . . . . Fairmont, West Virginia
KVTV . . . . . Sioux City, Iowa
WTTM . . . . . Trenton, New Jersey
WNAX . . . . . Yankton, South Dakota

WGAR

Represented by HENRY I. CHRISTAL COMPANY







valuable new minutes in radio

Now, these and all other KBIG minutes are *new*... and *more valuable*. The big reason? Southern California's positive reaction to 3 talented personalities: Joe Niagara (6-10 a.m.), Jim O'Leary (10 a.m.-2 p.m.), and Bob Gage (2-6 p.m.). This dynamic threesome adds new freshness, new vitality to radio selling.

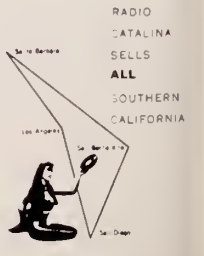
Result: *Better sound* for listeners... *more profitable* climate for advertisers.

☛ Get the facts! New file-folder now available from your KBIG or Weed rep.

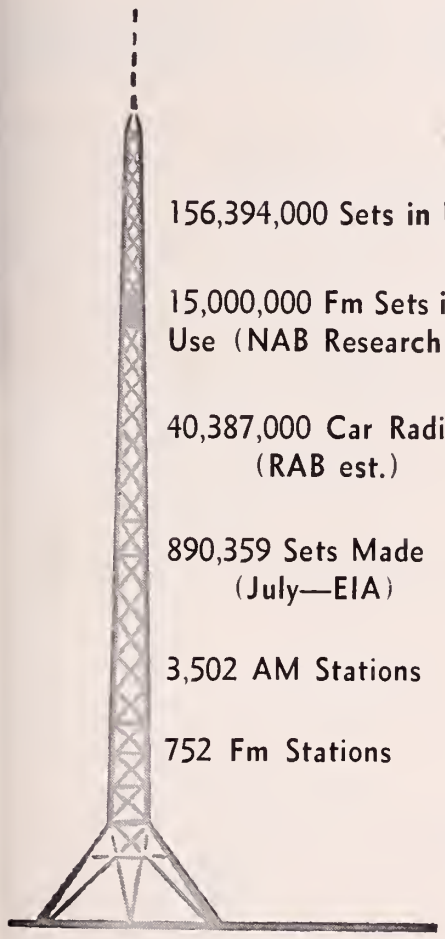
KBIG

Radio Catalina 740 kc/10,000 watts

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOllywood 3-3205
National Representative: Weed-Brown Radio Corp.



Radio's Barometer



156,394,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

40,387,000 Car Radios (RAB est.)

890,359 Sets Made (July—EIA)

3,502 AM Stations

752 Fm Stations

Spot: Estimated national spot radio time sales for the first six months of this year, according to the Station Representatives Association, were $85.909 million. This compares with an estimate of $85.923 million in national spot sales for the same period in 1959. The SRA points out that these estimated figures do not reflect the adjustments which will be made when the Federal Communications Commission releases the official sales figures for last year.

Network: NBC Radio is in a profit-making position for the first quarter of 1961 as a result of net sales of over $1.25 million during a three-week period last month, according to William K. McDaniel, vice president in charge of the network. "At the three-quarter mark of 1960," Mr. McDaniel said, "we are already in the black for the first full year since the early fifties." The Pepsi-Cola Co. continued to hold its number one position among network advertisers in terms of total home broadcasts delivered, according to the A. C. Nielsen Co.'s monthly index for the period ending August 7. Second and third places went to Chevrolet-General Motors and Liggett & Myers Tobacco. The network leader in total commercial minutes delivered, the Nielsen report indicates, was Chevrolet with 103,615,000. In second place was Pepsi-Cola with 101,929,000, followed by Westinghouse Electric with 101,836,000 commercial minutes delivered.

Local: A new KNX Hollywood sales record was recently established by the station, according to Gordon Mason, sales manager. He reports sales totaling $108,000 for one day. The previous single day record, Mr. Mason points out, was $100,000, set last April. Sales made to General Motors, R. J. Reynolds, Universal-International and General Foods helped establish the new sales peak.

Stations: The number of am and fm stations on the air at the end of August totaled 4,254, an increase of 17 (11 am and 6 fm) over the previous month.

	Commercial AM	*Commercial FM*
Stations on air	3,502	752
Under construction	611	85
Applications pending	102	190

Sets: Showing the effects of the traditional vacation period, total radio production in July was 890,359, including 328,000 auto receivers, according to the Electronic Industries Association. Total radio production for the first seven months of the year came to 8,414,879, including 3,651,101 auto sets. Production figures for the same period last year were 7,936,621. Total radio sales, excluding car radios, was 665,298; seven month total was 5,038,899. Sales total for the same period in 1959 was 4,583,240. Number of fm sets produced in July was 49,707. The seven month cumulative total was 492,242.



VICTUALS
&
VIANDS

Here's food for thought: in three short years food and grocery advertising has increased 334% on WPAT! There's no doubt about it, we're the very broth of a radio station . . . the favorite of butchers, bakers, greengrocers and gourmets in 31 counties throughout New York, New Jersey, Pennsylvania and Connecticut . . . an area where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes. The proof is in the pudding, but WPAT's power to move products off counters and into cupboards is best illustrated by this list of the people who make and market America's leading victuals and viands: *A&P, Arnold Bakers, The Borden Company, Breyer's Ice Cream, California Asparagus Growers Association, Campbell Soup Company, Chock Full O' Nuts, Continental Baking Company, Country Club Ice Cream, Dannon Yogurt, Dorann Foods, Inc., Eskimo Pie Corporation, Foremost Dairies, Good Humor Corporation, A. Goodman & Sons, Gordon Baking Company, Grand Union, Gravymaster Company, Louis Sherry Company, N. B. C. Bread Company, Nestle Company, River Brand Rice Mills, Romanoff Caviar Company, Safeway Stores, Sara Lee Products, Schrafft's (Frank G. Shattuck Company,) Standard Brands, Inc., Tea Council of the U. S. A., Tetley Tea Company, Wheatena Company, White Rose Tea.* During the first six months of 1960, all of them advertised on WPAT, the station where radio gourmets gather . . . the station with the taste of success.

WPAT
&
WPAT-FM

for buyers and sellers of radio advertising

U.S. RADIO

OCTOBER 1960 VOL. 4 - NO. 10

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The Golden Sixties

HOUSE OF SOUNDS

AS: Solid as the renowned rock . . . Streamlined as the fabulous jets . . . Dependable as the morning light in the East! . . . For thirty KTRH years the intangible thing called radio has been moulded into a living, virile tangible . . . an habitual tangible of radio service for any given listener.

The farmer, the rancher, the home gardener . . . the music lover . . . the news enthusiast . . . the fisherman, hunter and sportsman . . . the homemaker . . . the MONEY maker . . . all . . . each one . . . receives KTRH radio service individually, as is to be expected from a real radio station's schedule.

So it has been for the past 30 years now . . . and it's good to have such a record . . . and to know you use our radio product so habitually.

Now comes a new decade of service . . . and there will be more . . . but any day of any year of any decade you will have full radio service on 740 . . . so begins another 30 with the "Golden 60's."

KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as

The news and information station
The variety station

The network station

The family station



KTRH DIAL 74

50,000 WATTS HOUSTON, TEXAS
REPRESENTED BY PETERS, GRIFFIN AND WOODWARD, INC.

In the Public Interest...

Another citation for WSB-Radio, The Voice of the South



Congressman John J. Flynt (seated left) congratulates Frank Gaither, general manager of WSB-Radio, upon WSB's winning the special "Safetython" award given by the GAB. Looking on are Paul Reid, GAB award chairman, and Elmo Ellis, WSB-Radio program director.

Following a tradition of 38 years of broadcasting in the public interest, WSB-Radio joined other broadcasters during the July 4 holidays to wage an unprecedented safety campaign to save lives on the highways.

The station utilized a three-pronged approach, featuring 1100 announcements, during a three-day period, with reports from the station helicopter, the mobile news units, and prominent state and city officials.

This promotion was judged best by the Georgia Association of Broadcasters among stations serving a market of more than 75,000 population. It is this type of programming in the public interest that has served to make WSB-Radio synonymous with public service in the minds of listeners, and has won for the station a tremendous audience loyalty.

WSB Radio

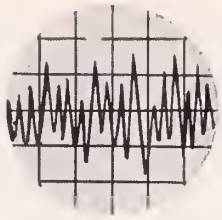
The Voice of the South / Atlanta

Represented by

Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

soundings



Heavy Radio Load Prompts Pulse To Postpone Orders for "Specials"

Faced with one of its busiest fall seasons in radio, The Pulse Inc. is not accepting new orders for special studies until November 15. The current workload in radio has been running at the rate of 40 or 50 studies a month, including both special and regular reports, according to George Sternberg, Pulse service director. The major reason for this action is to allow adequate time for the studies currently being produced.

Adam Young Appraises Market Data in Top 100 Areas

"Spot Markets 1960—100-Market Appraisal" is being released this month by Adam Young Inc. The 32-page booklet is intended to serve as a marketing guide to the use of radio in the top 100 markets. It will define the areas of maximum advertiser interest for each market, providing population, effective buying income and households both for the metro area and the advertiser area. Frank Boehm, vice president, research-promotion, states the advertiser areas for this study have been arrived at by using the Rand-McNally trading area maps and drawing a 50-mile radius from the center of each city. Exceptions to these are advertiser areas that have been determined by an agency panel in previous listening studies. Source of the marketing data is *Sales Management's Survey of Buying Power.*

Do Stations See Need To Simplify Rate Cards?

The "most constructive" step a station can take is to make its national rate card easier to interpret, Radio Advertising Bureau finds in a survey of its 1,200 member stations. The study shows that nearly half—48.7 percent—of the stations consider simplification of rate cards the important need today. Many stations, especially those in large markets, have made changes in this direction over the past year. The survey finds that 58 percent of large-market stations have made attempts to streamline their cards in the last 12 months. On the other hand, RAB states, in small markets where rate structures frequently are less complex, 16 percent report efforts towards simplification.

Radio Offers Book Publisher New Promotion Opportunities

A reminder that there are always important new fields to conquer is the fact that Grosset & Dunlap Inc. is reportedly the only representative of the $600-million-a-year book publishing industry making use of local and national radio to generate sales on the retail book level. G&D had its first exposure to the sound medium last year, and is coming back with a bigger "edition" for the 1960 pre-holiday selling season. (See *G&D Discovers Radio,* p. 28.)

Another New York Station Denies It's Up for Sale

Amid all the interest surrounding the sale of WINS New York for the all-time price high of $10 million, some New York properties have been put in a position of denying they are up for sale. One such station is WMGM. Laurence Tisch, chairman of the board and chief executive officer of Loew's Theatres Inc., states, "WMGM is an extremely important asset to our company. Every year, for a number of years, the station's income and profit have substantially exceeded the previous year. . . . We have no intention of disposing of WMGM at any price. As a matter of fact Loew's Theatres Inc., will make every effort to enlarge its activities in the field of radio and tv station ownership."

KYW is way up in Cleveland!

...with the most extensive international, national and local news coverage in town. More people dial KYW for News than any other radio station in Cleveland.* KYW is your No. 1 radio buy in Ohio's No. 1 market.

*SPECIAL PULSE STUDY MARCH 1960

Represented by AM Radio Sales Co. Westinghouse Broadcasting Co., Inc.

WBC



time buys

American Motors Co.

Agency: *Geyer, Morey, Madden & Ballard Inc., New York*

Product: 1961 RAMBLER

Announcing a record campaign to introduce the new Rambler, American Motors is buying an extra 45 spots per weekend for a three-week period on NBC stations carrying its *Monitor* spots. The *Monitor* schedule will continue for 52 weeks, totaling 22 announcements each week.

Beech-Nut Life Savers Inc.

Agency: *Charles W. Hoyt Inc.,*

Product: BEECH-NUT COFFEE

With an all-radio budget, Beech-Nut started a 10-week spot campaign in mid-September. Markets number between 30 and 40, including Detroit, northern Virginia and cities in the Northeast. Total spots per week will reach 200 in some markets. Timebuyer is Doug Humm.

Bulova Watch Co

Agency: *McCann-Erickson (U.S.A.) Inc., New York*

Product: WATCHES

Bulova's fall schedule begins October 31 with 10-second time signals slated to ring in 25 markets. The schedule calls for frequencies of 25 per week for each station. Phil Stumbo is the timebuyer.

Cerebelli & Co.

Agency: *Ellington & Co., New York*

Product: BRIOSCHI TABLETS

The second flight of spots for this anti-acid tablet will begin mid-November in 16 markets, including the Northeast and Chicago. This flight will run five weeks, using 30-second ET's. Dan Kane, media director, is handling the buying.



South Bend's Your Best Bet

Put the odds in your favor — pick the South Bend market. With a Metro Area household income of $7553 South Bend whips the state average of $6127 by many, many lengths. And this is only one part of the South Bend market. Project this basic area to the 36 Indiana and Michigan counties covered by WSBT, and it parlays into an area with over $3.5 billion buying power!

WSBT is the area's favorite . . . dominates every 15 minute segment of every broadcast day from South Bend. The leading station in one of the midwest's richest markets. So put your products in the winner's circle; pick the South Bend market and its dominate station . . . WSBT. Call your Raymer man for complete details. He'll trot right over.

Ask Paul H. Raymer, National Representative

5000 WATTS
960 KC

CBS RADIO

WSBT

SOUTH BEND, INDIANA

FIRST IN SOUND ADVERTISING

WCOL
has
SOUND
INFLUENCE
in
Columbus,
Ohio

Advertising is a true investment. It must be based on sound judgment. In Columbus, you get maximum returns on your investment when you advertise on the New WCOL!
The New WCOL offers the largest listening audience at lowest cost*. Don't speculate with your dollars. Invest in New WCOL Blue Chip advertising for greatest returns.
*(You invest in the largest share of audience for less **than half** the cost per thousand listeners of other media. Ratings and CPM figures on request.)
24 hours a day broadcasting
1230 AM 92.3 FM

The New WCOL
The Capital Station
Columbus 15, Ohio
Represented by:
robert e. eastman & co., inc.

NOW we can offer you
PROVEN RESULTS*
with these
TELE-BROADCASTER STATIONS

IN Hartford (CONNECTICUT) - WPOP
IN Kansas City - KUDL
IN Los Angeles (SPANISH LANGUAGE MARKET) - KALI
IN San Francisco (SAN MATEO) - KOFY

★ TOP RATINGS IN AUDIENCE
★ MORE LISTENERS PER DOLLAR
★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

Cities Service Co.

Agency: *Ellington & Co.*

Product: GASOLINE

A flight of minutes and ID's just started in 60 markets. Schedule is running for four weeks in eastern markets, five in the mid-west. Wednesday, Thursday and Friday are the favored days for minutes, weekends are reserved for ID's. Media director Dan Kane handles the buys.

d-Con Co.

Agency: *The Thompson-Koch Co., New York*

Product: MOUSE PRUFE

Going into 30 markets, this product will be advertised through the end of the year on stations with "area coverage." Idea is to reach suburban house-holders bothered with mice. The schedule will run through December, using an average of three spots per week. Bob Hall is the timebuyer.

d-Con Co.

Agency: *The Thompson-Koch Co., New York*

Product: RODENTICIDE

Back on farm radio after a summer break, the rat-killer spots are running in 125 markets. Frequencies vary from three to 12 spots per week, depending on the market. On some stations, five and 15-minute farm programs carry the message. Timebuyer is Bob Hall.

E. I. duPont de Nemours & Co.

Agency: *BBDO Inc. New York*

Product: (FABRILITE)

Spots for this product, a plastic-like fabric used in upholstery covering, started this month in 25 markets. Fabrilite, sold in venetian blind stores and similar outlets, is being advertised in this campaign to appeal to the "do it yourself" homemaker. The station list was the re-

(Cont'd on p. 10)

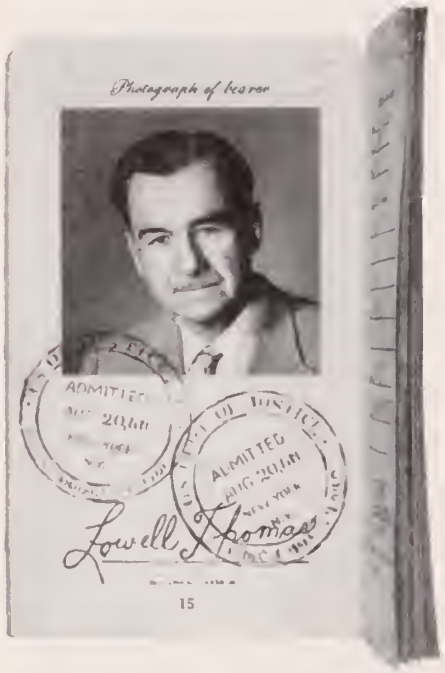


KYW is way up in Cleveland!

KYW reaches more adults in more homes throughout the day than any other radio station in Cleveland.* It's your No. 1 radio buy in Ohio's No. 1 market. *MON.-FRI., PULSE, HOOPER & NIELSEN

Represented by AM Radio Sales Co.
Westinghouse Broadcasting Co., Inc.

WBC



LOWELL THOMAS

For the sixth successive year Lowell Thomas is on CBS Radio for General Motors. World traveler, explorer, lecturer, author, his first-hand knowledge of people and places gives his newscasts special color and authority. And his long-term association with a single company points up the cumulative advantage of sponsoring an outstanding personality year after year. In all radio Lowell Thomas—and his colleagues—are the kind of company you keep

ONLY ON CBS RADIO

sult of client recommendation, and holds to the top-rated station in each market, Macon, Ga., and Jackson, Miss., are typical of the market size. A scattering of 10 extra markets includes Chicago as the largest one. Running for four weeks, frequencies in the campaign are six spots a week during driving time. Bob Syers is the timebuyer.

Eastern Air Lines Inc.

Agency: *Fletcher, Richards, Calkins & Holden Inc., New York*

Product: AIR TRAVEL

Another 13 week flight kicks off in 25 major markets next month. Minimum number of five spots a week will run in some markets, with larger schedules in others. Package plans are being bought on some stations. Jim Kelly is timebuyer.

Ford Motor Co. Mercury and Lincoln Div.

Agency: *Kenyon & Eckhardt Inc., New York*

Product: 1961 MERCURY

A heavy announcement campaign started October 5, will run six weeks on 240 stations in 71 markets. Frequency for the minute spots ranges from 20 to 70 per week. Scheduled in traffic times, the messages are in the 6 a.m. to 10 a.m. and 4 to 6 p.m. slots. Mercury dealer associations (there are 23) are running regional campaigns to supplement national spot. Timebuyer is Ed Kobza.

Gasoline Tax Education Commission

Agency: *Sullivan, Stauffer, Colwell and Bayles Inc., New York*

A 47-State spot radio campaign started October 11, in an effort to make the public aware of the amount of tax the consumer pays per gallon of gasoline. The campaign using 30s, 20s and 10s is on the air in a total of 150 markets. Frequencies vary from light to heavy with an average of 20 spots per week. Copy varies in each state to accommodate the tax variance across state borders.

Timebuyer is Bob Ridge.

General Motors Corp. Buick Division

Agency: *McCann-Erickson Inc., Detroit*

Product: AUTOMOBILES

Introducing the new Buicks with spot radio in 90 to 100 markets, M-E's first flight began September 26 for three weeks. After a two-week interim, spots will be on for another three weeks. Frequencies run as high as 25 spots per day in some markets, with a low of 10 or 12 in others. Minutes and 20's carry the message, and the total campaign involves some 275 stations. On network, Buick is sponsoring 12 five-minute Bob Hope shows per weekend on NBC's *Monitor*. The network schedule is 10 weeks long, heard in 195 markets. Timebuyer is Judy Anderson.

Knomark Inc.

Agency: *Mogul, Williams and Saylor Inc., New York*

Product: ESQUIRE BOOT POLISH

A substantial budget increase shines bright for radio in a fall push in the top 15 markets. Announcing that the "odor is out," the commercials feature a new 10-second radio jingle. The six-week campaign began the last week of September, with schedules of 80 announcements per week.

V. La Rosa & Sons Inc.

Agency: *Hicks & Greist Inc., New York*

Product: MACARONI PRODUCTS

An early fall drive for this account will start about October 18 and run a total of 13 weeks. Complete line of LaRosa products will be advertised in 30 markets, mostly in the east and mid-west. Schedule calls for 40 spots per week, Monday

through Friday. Some spots are live, others ET. Len Soglio is timebuyer.

Nestle Co.

Agency: *Wm. Esty Co., New York*

Product: INSTANT NESCAFE

Stations are still being added to the 12-week Nescafe buy that started in September. Between 80 and 90 markets are included in the campaign to date. Announcements are minutes and 20's, all ET's. Jack Nugent is timebuyer.

Parker Bros. Inc.

Agency: *Badger, Browning & Parcher Inc., Boston*

Product: GAMES

Seeking out the housewife who is buying for Christmas, Parker Brothers will start a campaign in early November in 40 to 50 markets. A five-week campaign begins November 4 in some markets, a six-week drive on November 7 in others. Spots will fall mostly between 9 a.m. and 4 p.m., although some will run during morning driving hours. At least 25 percent of the budget is going into spot radio.

Pierce's Proprietaries Inc.

Agency: *Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York*

Product: DR. PIERCE'S GOLDEN MEDICAL DISCOVERY

The first of two 16-week flights starts October 17 in 30 markets. Minutes will run in the morning times. After a Christmas hiatus, the second flight will begin about January, 1961. Dorothy Glasser is the timebuyer.

Remington Arms Co.

Agency: *BBDO Inc., New York*

Product: REMINGTON CHAIN SAWS

After several years of a "no-advertising" policy for this product, the company expects to highlight its chain saws in a spot radio campaign tentatively planned to kick-off some time in November. If advertising plans progress along the current route, radio will get the bulk of the budget.

Standard Brands Inc.

Agency: *Ted Bates & Co., New York*

Product: BLUE BONNET MARGARINE

About 10 markets will be added this month to the current schedule. Flights run from four to eight weeks. The total campaign involves some 50 markets, and 50 to 100 spots per-week. Timebuyer is Bob Decker.

Universal-International Pictures Corp.

Product: MIDNIGHT LACE

Promoting this film's introduction, Universal is using radio heavily, particularly in light of the radio popularity of its singing star, Doris Day. The film opens October 13 in New York, and will be introduced in about 40 major markets through November 30. Radio budgets for each city may run from $750 to $1,500. Once *Midnight Lace* is unveiled in the top markets, it will move to smaller ones with proportionate radio budgets.

Warner Bros. Co.

Agency: *Blaine-Thompson Co., New York*

Product: "SUNRISE AT CAMPOBELLO"

A heavy saturation campaign on fm stations is the prospect for this film as it opens next month in a number of cities. Agency feels it can best reach a discriminating audience with fm utilizing a modified hard-sell. The commercials will outline the reserved seat plan which gives people a chance to buy tickets in advance. Some am stations may be used, but fm will be the number one air medium. Timebuyer Lee Frankel. • • •



ARTHUR GODFREY

A legend in his own time. A personality without peer. Philosopher, story teller, news maker, catalyst, he brings to each listener an immediate sense of personal participation. As if that weren't enough, he just happens to be the greatest salesman in broadcasting history. In all radio, Godfrey is the kind of company you keep . . .

ONLY ON CBS RADIO

WATCH HOUSTON!



now the 6th largest city in the nation

1960 CENSUS

HOUSTON IS A MUST BUY IF YOU WANT THE TOP SIX!

and here are Houston's leading advertising media:

THE HOUSTON POST
Representatives
Moloney, Regan and Schmitt, Inc.

KHOU-TV
Representatives
H-R Representatives, Inc.

KPRC-TV
Representatives
Edward Petry & Co., Inc.

KTRK-TV
Representatives
George P. Hollingbery Company.

KCOH
Representatives
John E. Pearson Company.

KILT
Representatives
John Blair & Company.

KNUZ
Representatives
The Katz Agency, Inc.

KPRC
Representatives
Edward Petry & Company, Inc.

KTHT
Representatives
Avery-Knodel, Inc.

KTRH
Representatives
Peters, Griffin, Woodward, Inc.

KXYZ
Representatives
H-R Representatives, Inc.



NAB Action Seen Improving Radio Code's Efficiency

Veteran broadcaster Charles M. Stone, has been named to newly-created post of full-time director of the Radio Code of the National Association of Broadcasters. The code administrator will report to John F. Meagher, NAB vice president for radio. The duties of the code director include assisting in the preparation of a monitoring program to insure code compliance by subscribers, Mr. Meagher said. At the same time, the Radio Code Board, which is headed by Cliff Gill, president and general manager of KEZY Anaheim, Calif., also mapped out a campaign to step up subscription to the code. Attempts will be made to explain the benefits of the code through State Broadcasters Association meetings, through sales efforts of the NAB station relations staff and through a complete presentation at the eight NAB fall conferences. According to Mr. Meagher, subscription to the code is now "well past the 600 mark."

Four Projects Designed to Boost And Bolster Station Editorials

Broadcasters will soon be seeing the results of a recent meeting of the Editorializing Committee of the NAB. The group approved four projects to assist and encourage broadcasters to editorialize. Included among these projects are: (1) Compilation of a file of specific instances showing what individual stations accomplish when they editorialize. (2) Updating and revision of the NAB publication, *Editorializing on the Air,* to reflect latest developments, and to contain examples of techniques as well as a check list for stations planning to editorialize. (3) Frequent mailing of selected case histories on editorializing to member stations of NAB. (4) Compilation and dissemination of a list of problems which may have been encountered since radio station editorializing became more prevalent.

NAB Implements New Format For Series of Fall Conferences

NAB will put the new format it has developed for its annual series of fall conferences for broadcasters into practice at the first session being held in Atlanta, Ga., this month. The new approach, it was explained, calls for a "study in depth of people and politics, problems and profits." Everett R. Revercomb, NAB acting administrator and secretary-treasurer, said the Atlanta conference, and those to follow, would explore "the many pressing problems confronting broadcasters in a time of crisis and decision. Chief among these is politics—the science of government, the mechanics of government and their relationship to the broadcast industry. This is the most important problem facing broadcasters today," Mr. Revercomb says, "and will be the subject of a study in depth in all its phases."

McCollough Offers Views on Amended Communications Act

Clair R. McCollough, chairman of the Policy Committee of the NAB, and president and general manager of the Steinman Stations, Lancaster, Pa., recently issued a statement dealing with new amendments to the Communications Act signed into law last month. Mr. McCollough said, "The broadcasting industry has no patience with payola and the rigging of quiz shows and, as industry spokesmen testified before Congress, is satisfied to have such practices spelled out as criminal offenses. NAB is happy that Congress removed from the legislation a proposal to permit the Federal Communications Commission to suspend station licenses. This would have placed an intolerable burden on individual broad-

(Cont'd on p. 14)



Here's the prescription for sales success: advertise on WPAT. A balm to Greater New York, we're a positive tonic to the men who make and market America's leading drug products, cosmetics and toiletries. Listened to throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes, WPAT is heard and preferred, among other places, in more of the Metropolitan area's 6,000 independent retail pharmacies than any other station. That's what we call point-of-purchase penetration in depth. And there's no doubt that it moves merchandise. Which probably explains why our drug product, cosmetic and toiletry advertising has increased 327% in the past three years, thanks to advertisers like these: *Bell Mack Laboratories, A. Brioschi, Bristol-Myers, Colgate-Palmolive Company, Coty, Lever Brothers, Miles Laboratories, Pomatex, Prince Matchabelli, Schick, Shampion, Shulton, Squibb Pharmaceutical, Sterling Drug, Warner-Lambert Pharmaceutical.* All of them have advertised on WPAT . . . the station with the look of success.

WPAT
&
WPAT-FM

casters. While NAB believes that fines are unnecessary, it is pleased that the legislation enacted contains provisions for appeal to the courts and other safeguards."

Guidance Furnished on Sponsor Identification Requirements

Member radio stations of NAB have received a guide for use in complying with sponsor identification requirements of the newly-enacted amendments to the Communications Act. The four-page sheet mailed by Douglas A. Anello, NAB chief counsel, contains 27 examples which were outlined in the Congressional report adopting the legislation. One example points out that no announcement of sponsorship is required where records are supplied to disc jockeys or stations unless the record distributor "furnished more copies of a particular record than are needed for broadcast purposes." Another example shows that sponsor identification would be required if an announcer should receive an automobile for his own use in return for an on-the-air mention of the auto manufacturer's products.

Aviation Agency's Views on Radio Towers Opposed by NAB

The NAB is taking the position that "the final authority in determining whether construction of a radio or tv tower would constitute a hazard to air navigation rests with the Federal Communications Commission. This position was taken in comments filed with the FCC in answer to a statement by the Federal Aviation Agency seeking final approval by the aviation agency before such a tower could be built.

The NAB answer said the intent of Congress to place final jurisdiction in the FCC was "clearly manifested" in the Communications Act of 1934, and has been "sustained in clear and unequivocal terms by the courts." Furthermore, it said, an examination of the Federal Aviation Act setting up the aviation agency discloses "no authority, expressed or implied, to exercise final jurisdiction over broadcast transmission towers is vested in the FAA." • • •

See it Now!

Important new development for

ALL NETWORK TV USERS

- **Total U.S. Sample**
- **Multiple Audience characteristics**
- **"Customer Count"**

★ ★ ★

For details write or phone your nearest Pulse office.

LOS ANGELES
6399 Wilshire Blvd.
Olive 3-7733

CHICAGO
Tribune Tower
Superior 7-7140

NEW YORK
730 Fifth Avenue
Judson 6-3316

SAN JUAN, Puerto Rico
P.O. Box 3442
Telephone 6-3164

LONDON, England
41-42 Dover Street
Hyde Park 0-294

Nothing takes the place of INTERVIEWS in the home

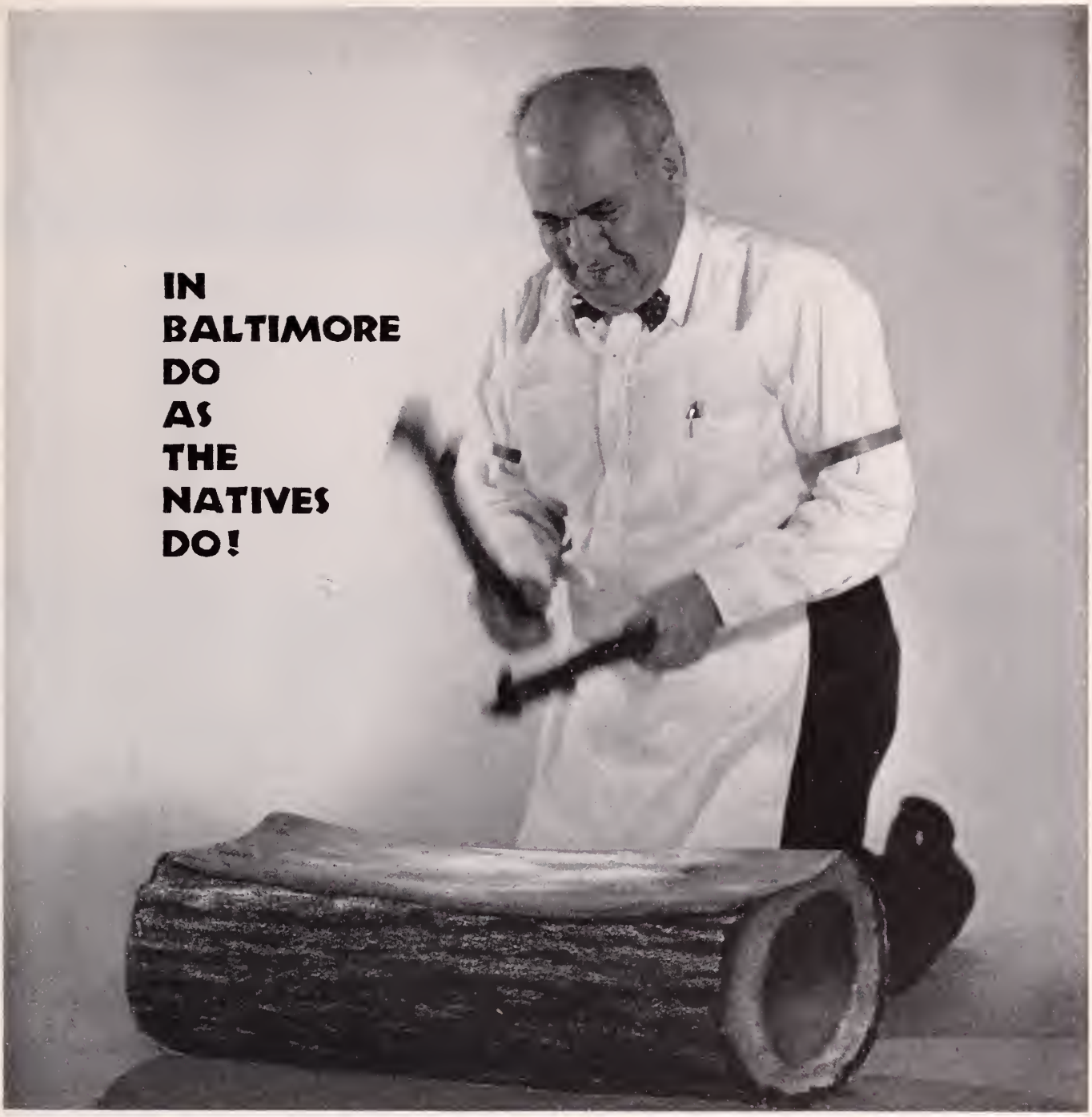
730 Fifth Ave.
New York 19

PULSE, Inc.

PULSE RINGS DOOR-BELLS



INTERVIEWS FAMILIES IN THEIR HOMES



MORE "NATIVE" MERCHANTS BEAT THE DRUM ON W-I-T-H THAN ANY OTHER BALTIMORE RADIO STATION!

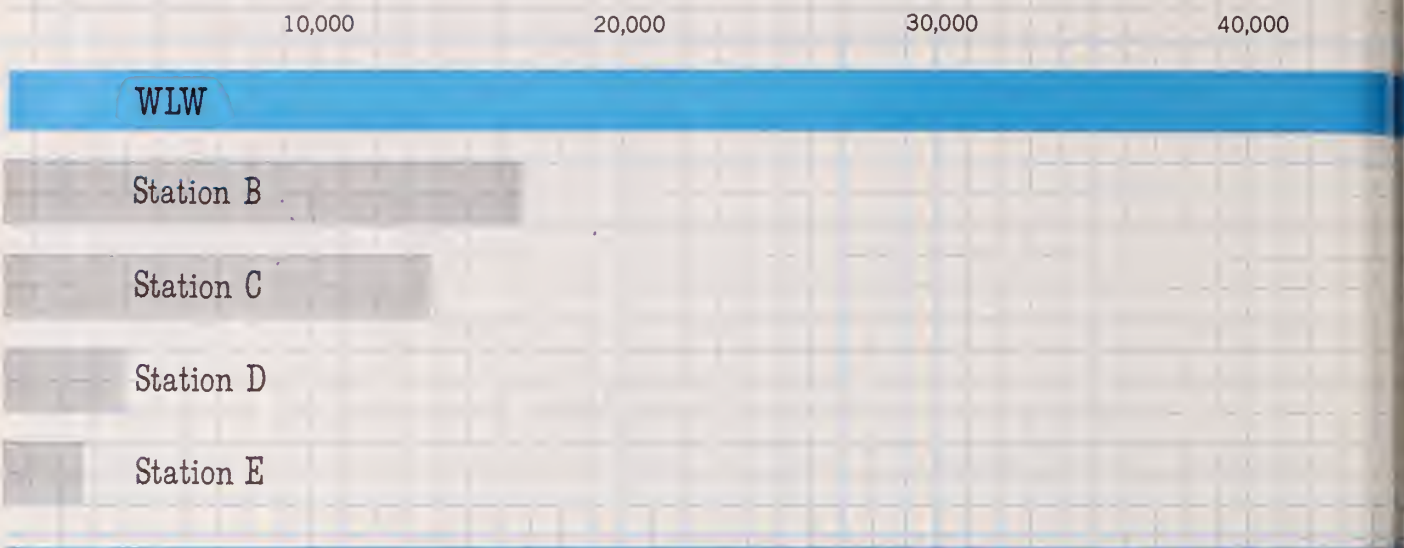
WITH is First in Baltimore with more local advertisers than any other station. Can you find better proof of a station's effectiveness than the day-in, year-out confidence of the local businessmen who expect their cash registers to record every commercial? Follow the lead of the local advertisers... men who really know the market: buy WITH and Baltimore buys you!

RADIO **WITH** PERSONALITY *Baltimore*

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.

WLW RADIO TOTAL AUDIENCE

Number of Radio Homes Reached Per Broadcast. Average ¼ Hour Per 3-Hour Day Part—6 AM to 6 PM



HERE'S PROOF-

WLW radio again lengthens

according to April / May Nielsen 1960

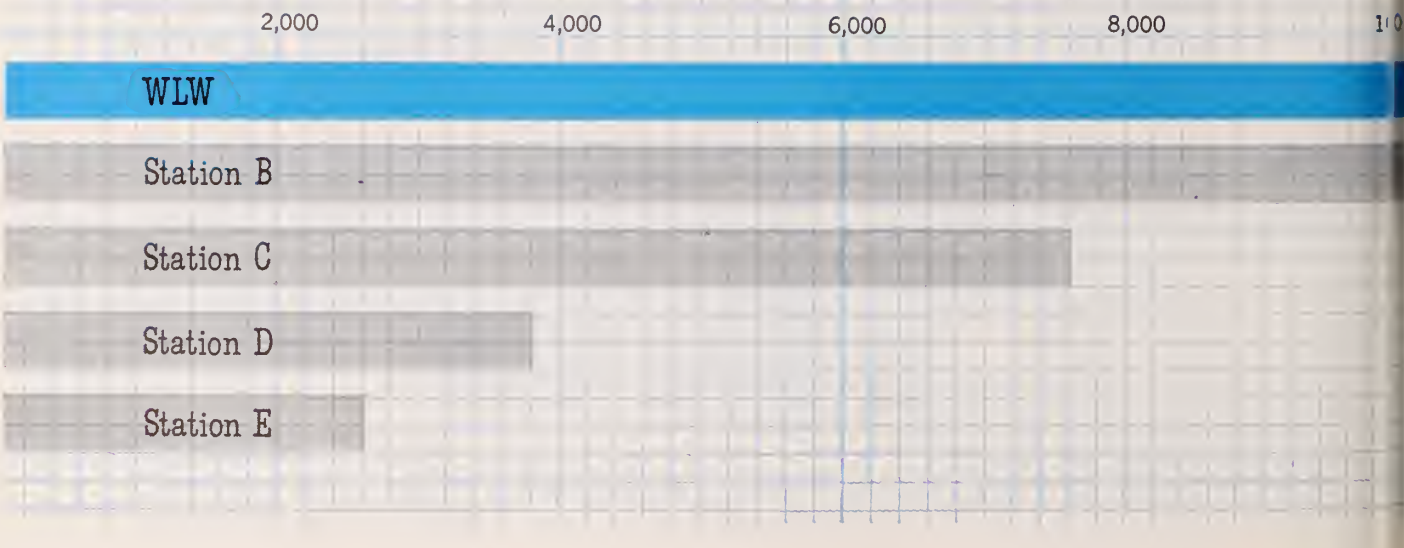
WLW Radio now commands almost 6 times the *total* daytime audience as its nearest competitor . . . and *40%* of the *metropolitan* Cincinnati daytime audience!

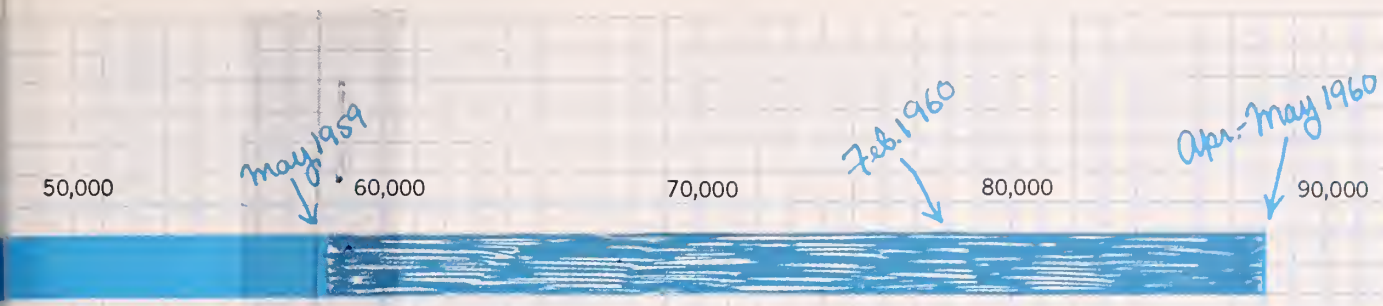
WLW Radio has increased its *total* daytime audience *12%* in *3* months . . . *52%* in one year! And has increased its *metropolitan* daytime audience *14%* in *3* months . . . *29%* in one year!

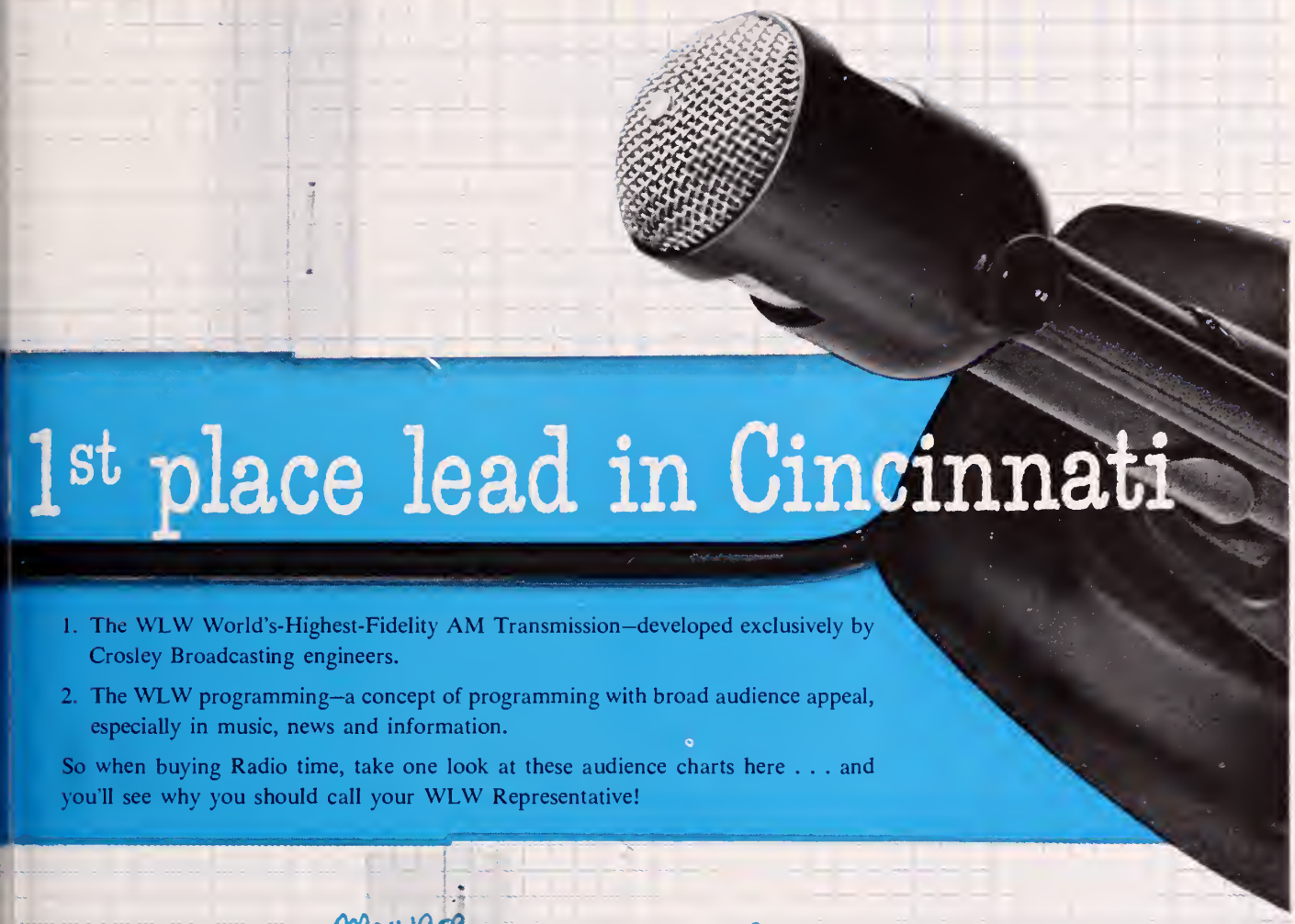
These WLW spectacular audience ratings are due to two important factors:

WLW RADIO METROPOLITAN CINCINNATI AUDIENCE

Number of Radio Homes Reached Per Broadcast. Average ¼ Hour Per 3-Hour Day Part—6 AM to 6 PM



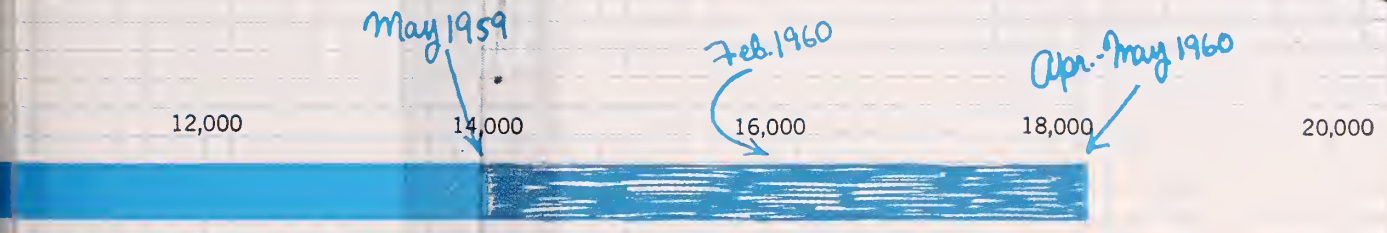




1st place lead in Cincinnati

1. The WLW World's-Highest-Fidelity AM Transmission—developed exclusively by Crosley Broadcasting engineers.
2. The WLW programming—a concept of programming with broad audience appeal, especially in music, news and information.

So when buying Radio time, take one look at these audience charts here . . . and you'll see why you should call your WLW Representative!



The Big WLW radio world

with audience among top 10 in America and first in Cincinnati



World's Highest Fidelity Radio Station 38th year on the air

Crosley Broadcasting Corporation, a division of *Avco*

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

MORE AUTO STORE SALES ARE MADE ON LONG ISLAND THAN IN WASHINGTON, D.C., WORCESTER AND WACO . . . PUT TOGETHER!

$409,707,000
(Sales Mgt)

WHLI

Dominates the Major Long Island Market (Nassau) . . . Delivers MORE Daytime Audience than any other Network or Independent Station!
(Pulse)

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna

the *Silver Mike*



THIS MONTH:

ARTHUR HULL HAYES

President, CBS Radio

Leads Way in New Changes For CBS Network Programming

Under the leadership of Arthur Hull Hayes, president of CBS Radio, one of the most significant CBS affiliate conventions was held late last month to provide final approval to modifications in the Program Consolidation Plan.

The original PCP, which was instituted in January 1959, has been responsible for CBS Radio's return to the positive side of the ledger for the final quarter of 1959 and the first six months of this year. And Mr. Hayes is confident this happy experience will continue.

The new modifications place greater emphasis on news and public affairs—"the one kind of programming that a national network has always been able to do best," Mr. Hayes states.

"PCP has proved a great success both for the network and its affiliates. From our standpoint, costs were reduced and station clearance problems were eliminated. The stations, on their part, welcomed the freeing of program time while the all-important 'network sound' is retained. That 'sound' will remain, of course, in the identifiable quality of the news, Arthur Godfrey, Garry Moore, Art Linkletter, Bing Crosby and Rosemary Clooney."

Mr. Hayes, who became president of CBS Radio in April 1955, has spent his entire business career on both sides of the advertising fence—agency and media. He was graduated from the University of Detroit in 1926.

After two years in the national advertising department of the *Detroit News*, he joined the media department of Campbell-Ewald Inc. He became assistant to the vice president in charge of media and in the early 1930's, with the onrush of broadcasting, Mr. Hayes organized a radio department for the agency.

He started his CBS career in January 1934 as an account executive for CBS Radio Spot Sales and was appointed eastern sales manager a year later.

In 1938, Mr. Hayes was named sales manager of WCBS New York and became general manager of the station in 1940. In February 1949, he headed west to become vice president in charge of the network's San Francisco office, following the acquisition of KCBS (then under the call KQW). He remained there until assuming the post of president. • • •

New 93-county Pulse confirms historic fact of WHO's impact in farm homes!

WHO Radio coverage area is America's 14th largest radio market!

EACH year since 1938 the "Iowa Radio Audience Survey" has proved 50,000-Watt WHO Radio to be the great favorite of Iowa farm radio families. Listenership of our Farm News programs has always topped those of the next *two, three or four stations combined!*

1960 is no exception! Proof is in the new 93-County Area* Pulse Survey which covered an area served by more than 85 radio stations.

WHO Radio farm ratings are phenomenal during the periods when farm families listen *most* to radio (6 a.m.-8:30 a.m., Noon-1:30 p.m., 5:30 p.m.-7:00 p.m. — Monday through Saturday). For example, WHO Radio's share of farm homes using radio exceeds that of the next *three* stations combined in 70% of all quarter hours surveyed. It exceeds that of the next *two* stations combined in *all* quarter hours.

But the farm radio audience accounts for only 28.4% of all homes reached by 50,000-Watt WHO Radio in this tremendous 93-county area. WHO Radio's showing among urban radio families is equally spectacular.

Ask your PGW Colonel about all the up-to-date facts on WHO Radio — serving America's 14th largest radio market!

*This area includes 68% (93 of 137) of the counties in which WHO Radio has 10% or more NCS No. 2 penetration.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates **WHO-TV**, Des Moines; **WOC-TV**, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *Representatives*



In the world of Arnold Stang spot is a very big deal. His spot campaign for Chunky Chocolate Corporation is a tremendous success in a powerful and versatile medium. It made famous the comedy buy-line –"Chunky! Whatta chunka chawklit!" The Chunky Chocolate people – and Arnold – know the value of spots well placed. Nothing is more flexible. You sell your products where they are, with maximum exposure, high return and *no waste*, and when it comes to smart placement call your H R man. He's an expert

H-R *Television, Inc.*
Representatives

LETTERS TO THE EDITOR

Reaction

I must say that the article on Mary Ellen's was absolutely terrific and compliment you on it. (*Regional Saturation Jells Sales for Mary Ellen's,* September, 1960).

Please accept my sincere thanks for a wonderful story on Mary Ellen's.

Robert L. Whitehead
Account Executive
Guild, Bascom & Bonfigli, Inc.
San Francisco

Requests

It is my understanding that you have recently published an article entitled *Radio: d-Con's Pied Piper* (February 1960).

Since we have a client who also sells rodenticides, a reprint or copy of this article would be helpful to us in evaluating how d-Con uses radio.

Richard T. Kass
Research Department
Klau, Van Pietersomm, Dunlap, Inc.
Milwaukee

I read your *Commercial Clinic* (August 1960) with great interest. I would like to write to the Jingle Mill for additional information. Would you please send the address?

Donald Stoll
Advertising Department
Ex-Cell-O Corp.
Detroit

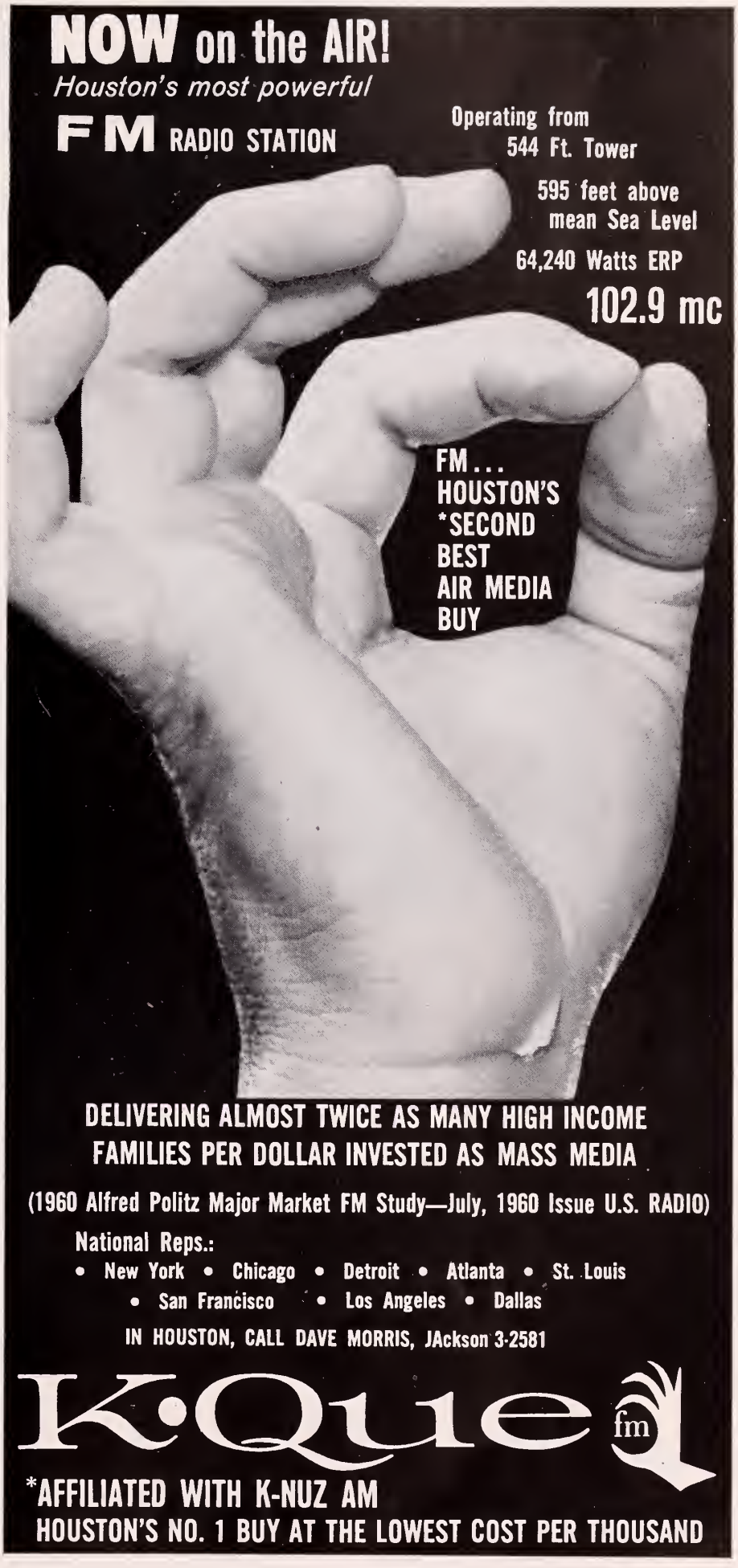
Would you please send any information you have regarding fm in Canada and the United States, or any source of information that I may be able to research myself. I am looking primarily for statistics.

R. K. Sagness
Librarian
All-Canada Radio and Television, Ltd.
Toronto

I would appreciate receiving a copy of the May, 1960 issue of U. S. RADIO. I am especially interested in the public service articles in this issue.

Calvin C. Arnold
Account Executive
The Jay H. Maish Co.
Marion, O.

(Cont'd on p. 23)





Jefferson Standard Broadcasting Company

WBT

CHARLOTTE, NORTH CAROLINA

REPRESENTED NATIONALLY BY
CBS RADIO SPOT SALES

the *Plus* of facilities

Varied, creative programming demands full, flexible facilities. The influence of WBT's superior facilities in producing a plus of audience is indirect but indispensable to advertisers.

WBT *adds up!*

POWER + PERSONALITIES + PUBLIC SERVICE + CREATIVITY + ADULT ACCEPTANCE



NEGRO
Community Programming

+



SPANISH/PUERTO RICAN
Programming

=



of *Whirl-Wind* sales action

WWRL

NEW YORK DE 5-1600
*10:00AM-5:30PM
**5:30PM-10:00AM

LETTERS (Cont'd from p. 21)

I would appreciate it if you would send me your information on radio advertising, as mentioned in the February 25, 1960 issue of Real Estate Opportunities.

Mary E. Smith
Marvin L. Smith, Realtar
Eureka, Calif.

An article in your September issue is of considerable interest to one of our salesmen. It's the article on page 39, *Do You Believe That All Night Radio Can Be Used Effectively by an Advertiser?* Could you supply us with copies or reprints of this article?

Dan Burnes
KSD
St. Louis

Silver Mike

Thank you for sending me the very handsome "Silver Mike." This is, indeed, a very happy presentation. Frankly, I did not expect anything as nice as this.

I thank you very, very much.

Fred Rabell
Managing Directar
KITT(FM)
San Diego, Calif.

U.S. FM

The announcement in your August issue that you have started the publication of U. S. FM is the greatets news to come out of a really fine publication.

I wish to enter my subscription to U. S. RADIO and U. S. FM for our station.

Best wishes for continued success.

E. F. Jones, Jr.
General Manager
WFMG
Gallatin, Tenn.

I have enjoyed your first issue of U. S. FM and was pleasantly surprised at the wideness and scope of the coverage of our medium.

Enclosed find our order for a year's subscription to your excellent magazine.

M. C. Patterson, Jr.
Statian Manager
WYCA(FM)
Hammond, Ind.

Please put me on the subscription rolls for U. S. RADIO and U. S. FM.

Congratulations on your great step forward.

Thomas J. Daugherty
Manager
WKJF(FM)
Pittsburgh, Pa.

POP!



We've got the moxie, make no mistake! And that's why soft drink advertising has increased a smashing 121% in three short years on WPAT. There's nothing like the sparkling effervescence of our programming for refreshing soft drink sales throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut . . . an area where more than 17,000,000 people live, work and get thirsty in more than 5,000,000 radio homes. Ask the purveyors of America's leading potables. Ask *Canada Dry, Coca-Cola, Hoffman, Nehi, Pepsi-Cola, Seven-Up, White Rock* or anybody else who, in the last three years, has advertised on WPAT. Popularity moves products and you get popularity in the big, big bottle on WPAT . . . the station with the sound of success.

WPAT
&
WPAT-FM

QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND



QUALITY IN AIRCRAFT ENGINE DESIGN IS REPRESENTED BY PRATT AND WHITNEY AIRCRAFT OF EAST HARTFORD, CONNECTICUT, WORLD'S LEADING PRODUCER OF JET ENGINES.

PRATT AND WHITNEY ENGINES POWER NINE OF EVERY TEN DOUGLAS DC-8 AND BOEING 707 JET AIRLINERS IN SERVICE THROUGHOUT THE WORLD.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN BROADCASTING HAS BEEN THE HALLMARK OF WTIC RADIO FOR THREE AND ONE-HALF DECADES.



WTIC 50,000 watts HARTFORD, CONN.

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

Radio Measures Up

A three-part story detailing moves afoot to increase measurably radio's national volume

One of the most aggressive selling seasons in the history of radio is in the making. Nationally and locally, concerted efforts are being made to enlarge the national sales horizon of radio.

Leading the way are new research studies confirming the efficiency of radio buying. In addition, representatives are urging stations to get behind the bandwagon and push if they want to see a measurable increase in national volume.

As for research, Radio Advertising Bureau has published a new study that confirms radio's adult dominance during the daytime hours.

William C. Dekker, vice president, media director, McCann-Erickson Inc., New York, says of the RAB study: "The comparison of radio's adult audience reach during daytime in 1960 versus 1958 contained in this 27-market RAB study documents once again the growth of daytime radio during the past two years."

In another research study, Peters, Griffin, Woodward Inc. and A. C. Nielsen have teamed up to show the reach and efficiency of spot radio. There's a special spotlight cast on the power of weekend radio.

In addition, many representatives are pressing their stations to cooperate locally in creating a national demand for radio use. An example of what can be done is explained by Morris S. Kellner, vice president-radio, The Katz Agency Inc., in a point-by-point analysis of how stations can "cultivate" the local broker or distributor to increase the use of radio nationally.

FAST START

From a radio point of view, the start of the new advertising season is off to a fast start. The adjacent lead story explains some of the important things that are happening as radio appears to be gearing for one of the most forceful selling years in recent memory.

Coincident with the start of the new advertising year is the fact that U. S. RADIO *begins its fourth year of publishing with this issue.*

Looking back for a moment, it is easy to observe the growth of the radio industry during these few years.

The number of stations on the air has grown from 3,113 am and 532 fm recorded in the October 1957 issue of U. S. RADIO *to 3,502 am and 752 fm stations currently operating.*

Radio's great out-of-home story was just getting started that year. Sales of portable sets in 1957 came to 3,846,000 compared with the most recent sales figures for 1959 of 7,687,000.

Total radio set sales in 1957 came to 14,777,000 compared with 18,167,000 in 1959.

Those who have been following the developments in radio know that the real growth years are ahead. U. S. RADIO *is proud to be a part of this story.*

1. RADIO'S DAYTIME POWER

The conciseness of radio's sales story and reasons for its advertising effectiveness are explored in new RAB research.

The project provides the same answer to two questions.

The questions:

(1) What segment of the family does the buying?

(2) What segment of the family listens to radio more than tv during the entire daytime hours?

Answer for both: Adults (18 years of age and older).

Taking the second question first, RAB finds that in every hour from 6 a.m. to 6 p.m., radio's penetration of the adult consumer audience is greater than tv's. These are the hours when most buying takes place.

Pulse conducted the study in 27 markets last winter, comparing the number of adults reached by radio and tv during these hours. The results of the study are not projectible beyond the markets included. The markets studied, however, are the ones in which radio-tv competition is keenest and at a time when viewing is highest.

During the hours of 8 to 9 a.m., RAB states, the number of adults reached by radio is 8,811,330 compared with 917,000 for tv; from 4 to 5 p.m., the study finds that radio reaches 7,691,100 adults, while tv penetrates 4,575,180 adults.

During the noon hours, from 12

2. REACH AND EFFICIENCY

One of the most important blasts at the "traffic times" craze in radio has resulted from the study on radio's penetration co-developed by Peters, Griffin, Woodward Inc. and the A. C. Nielsen Co.

The purpose of the overall study was to provide a media planning guide to the penetration and cost efficiency of national spot radio in the top 100 markets. The study accomplishes this and more.

A major facet of the project shows that in reach and frequency as well as in audience composition, weekend radio compares very favorably with the crowded weekday driving times. Here are comparisons of two schedules in the top five markets in the PGW-Nielsen study.

The Monday-through-Friday schedule (6 to 9 a.m. and 3 to 6 p.m.) utilizes 37 spots at a weekly cost of $13,900 (minutes at 13-week rate).

The weekend schedule consists of 15 spots at a weekly cost of $10,300 (minutes at 13-week rate).

Here are the results:

Driving times has an unduplicated reach of 28.9 percent of the homes compared with 28.3 percent for the weekend; frequency is 2.5 for weekday and 3.0 for weekend. In audience composition, the weekend schedule shows an edge in males of 33 percent compared with 26 percent

3. THE LOCAL BROKER

What can stations do to help themselves and their representatives increase the flow of national money into radio? Plenty, judging by a list of specific recommendations prepared by the Katz Agency Inc.

Particularly, Morris S. Kellner, vice president in charge of radio, urges stations to "cultivate" the local contact of the national client.

The following evaluation of what can be done is presented by Mr. Kellner in response to a plea for such advice from Kenneth Church, vice president, Taft Broadcasting Co.

"Frankly, too many of us in radio have been too casual in our efforts to cultivate local contacts of national advertisers. Newspapers, for instance, have long recognized that 'all national advertising is local' and have worked hard and consistently to cultivate the local district manager, broker or wholesaler. Radio stations must realize that such cultivation requires a *purposeful program*, carried out diligently *month in and month out*. It cannot be simply a spur-of-the-moment call when the news breaks about an upcoming campaign.

"Nor is it enough for just any available man to attend the Chamber of Commerce luncheon or the local food manufacturers representatives' association meeting. Cultivating the individuals who can *influence* the expenditure of national appropriations, the key man in the field who can *stimulate* national spot radio

NUMBER OF ADULTS REACHED BY . . .

	Radio	Television
8- 9 a.m.	8,811,330	917,000
9-10 a.m.	7,170,590	2,829,270
12- 1 p.m.	6,129,800	4,538,210
2- 3 p.m.	5,843,710	4,210,360
4- 5 p.m.	7,691,100	4,575,180

Source: RAB-Pulse study in 27 markets in Winter 1960.



NEW RAB-PULSE research data on the power of radio's adult daytime penetration is explained on slides to William Dekker (seated), vice president-media director, McCann-Erickson Inc., by Robert Alter (l.), RAB manager of sales administration, and Irving Trachtenberg, group sales manager of the association.

to 1 p.m., RAB declares that radio is talking to 6,129,800 adults and tv is video-transmitting to 4,538,210 adults.

A similar study was conducted in the same markets two years before in winter 1958. While that study, RAB

(Cont'd on p. 49)

for the weekday. It should be observed here that one of the big reasons for driving times popularity is the male audience. In female composition, the weekday schedule reaches 52 percent compared with 44 percent for the weekend.

The PGW-Nielsen project is meeting with positive agency reaction on high levels. Seymour Banks, vice president and manager of media, Leo Burnett Co., analyzed the study for his agency and signed off with this comment:

"Let me conclude by pointing out that these studies make significant contributions to our knowledge of spot radio's capabilities."

The object of the study, as explained by Jack Thompson, vice president-radio sales, and Lud Richards, director of sales development, is to correct what PGW calls a "false image" of radio held by "non-radio advertisers." The false image, states PGW, is that radio is a "low reach medium" and that it is "too expensive."

Robert Teter, vice president in charge of PGW's radio division, believes the study is important because "media can now estimate both cost and penetration of a spot radio campaign in much the same manner that it has been able to do for tv and print."

The study shows, for example, that in the top five markets an advertiser in one week can build the unduplicated reach of a schedule from 21.4 percent to 56.6 percent, depending on the number of stations (one to four) and the number of spots (34 to 303).

On a four-week basis, this schedule will jump in unduplicated reach from 34-38 percent for the smaller schedule to 73-79 percent for the larger campaign.

The PGW-Nielsen study was conducted in markets where Nielsen Station Index reports are available. It is felt that since the results apply

(Cont'd on p. 49)

money in specific markets, is an important task that should require personal attention of an assigned executive—perhaps the commercial manager—and it should be one of his most important basic activities.

". . . Many of us in radio need to get this whole area of local contacts into better perspective. Too often we go with hat in hand, asking for something. *It can be the other way around!* If we believe our medium can do the selling job we claim for it, then we should not be approaching local business men to help us, but to point out how *we can be of help to them.*

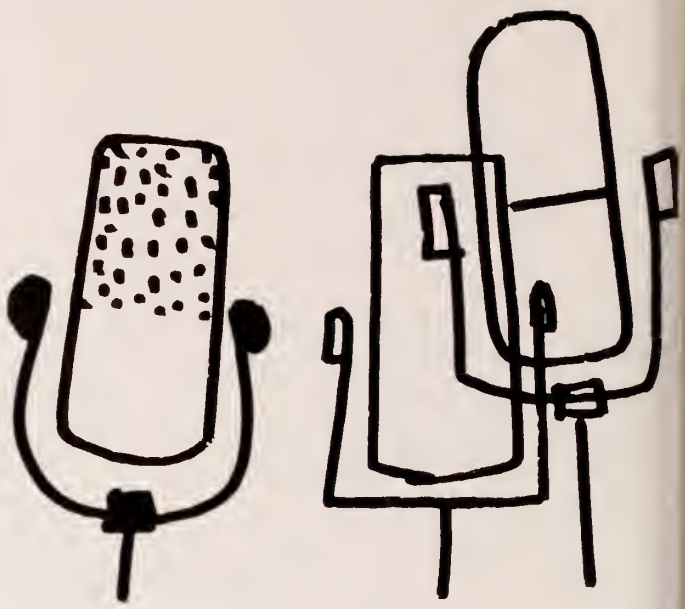
"When we call on a district sales manager to ask for a recommendation, for a local station, we're asking for something and not giving anything. And when we do it several times, we wear out our welcome. So let's give something. Let the radio man get together material which will show what his station has done to help the local man. Prove to him how radio personalities are recognized local celebrities with loyal followings; that these celebrities have become effective personal salesmen on the air for the products they talk about.

"In short, to cultivate effectively local contacts, stations should have a well-thought-out strategy, worked by the same individual on a week-after-week, month-after-month, year-after-year basis. The station should:

- "Impress local business people — distributors, brokers — with the strength and influence of the station and demonstrate just how it will work with a manufacturer and the distributing organization to make an advertising campaign successful, to make it move merchandise.
- "Aggressively sell the idea that radio is a forceful, effective advertising medium. . . .
- "Develop local contacts so well in advance that when it becomes necessary to ask for recommendations, the contact will be pre-sold, convinced that the request for a recommendation—or a switch—is in his interest and is important to

(Cont'd on p. 59)





Grosset & Dunlap

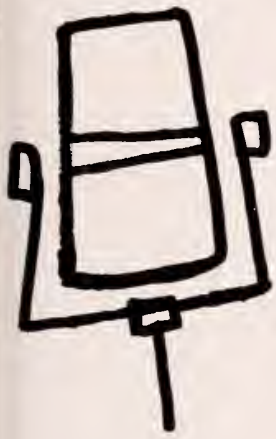
Book publisher's initial use of network and local radio provides convincing evidence that sound medium brings patrons into stores

Advertising and media people who enjoy doing mental push-ups might find the following an interesting warming-up exercise: Name an established $600-million-a-year industry, producing a product sold in thousands of outlets throughout the country, and which, until one year ago, had never made use of radio on a national basis?

The answer to this puzzler is book publishing. And the firm credited with making the break with tradition and putting radio to use to sell its line of juvenile publications in stores, is Grosset & Dunlap, Inc. Last year, the firm bought an eight-week schedule on Don McNeill's *Breakfast Club* on the ABC network. In addition, book dealers purchased local spot announcements to tie in with the radio campaign.

Increased Air Time

"As a result of our first experience with radio," says Nils A. Shapiro, advertising director of Grosset & Dunlap, "we are starting a new schedule this month, and have increased our





Manuel Siwek (r.), executive vice president of Grosset & Dunlap, discusses a point to be highlighted on radio with Don McNeill, star of Breakfast Club.

'Discovers' Radio

network air time by 25 percent. Also, last year dealers in 160 markets participated on the local level. We have every reason to expect that this local participation will be even greater this year."

New Promotion Appeal

The recommendation to use radio came from Lee Friend, president of Friend-Reiss Advertising Inc., agency for the publishers. "We were presented by the client with the problem of finding a sales-impelling replacement for the customary promotion efforts used in the book field," Mr. Friend explains. Traditionally, publishers supplied retailers with imprinted mailers to be distributed to the public. In return, the dealers were expected to place orders and provide display space for in-store materials.

"In finding the solution to this problem," he continues, "the Grosset & Dunlap management gave us a set of ground rules which we had to follow. There could be no giveaways; no cut prices; there had to be full children's and juvenile line promotion; continuity; originality; retail interest and participation, and, of course, sales."

The primary target of the mail brochures and other promotional efforts by the firm, according to Mr. Friend, was the mother, with the father as a secondary objective. Since it is generally agreed in the children's book field that women constitute the backbone of the market, any new campaign had to focus on this group. "The problem, then, was to determine how to reach most effectively this group, and still remain within the confines of the ground rules set down by the client," Mr. Friend points out.

Media Analysis

"Mail was ruled out since this was what was already being used. Newspapers were found to be pretty hackneyed, and followed the usual pattern. Television was discarded," Mr. Friend says, "because it is very costly if purchased at the times when you can most effectively reach mother. The one medium which stood up against all the requirements on our check list, including the important one of cost, was radio."

Reach New Audience

Working closely with the client, the decision was made to develop a major ad campaign built around participation on the Don McNeill *Breakfast Club*. Manuel Siwek, executive vice president of Grosset & Dunlap, says "We made the commitment knowing that to sell more books we must reach far beyond the area customarily serviced by the conventional book advertising media. Also, we have long felt that small town as well as big city booksellers need more promotional support from the book publisher."

Channeling the bulk of its promotion budget into network and cooperative local radio participations, Grosset & Dunlap developed a complete program built around the sound medium. Window material, counter material and newspaper ads were all geared to localize the nation-

al impact of the network show, and to take advantage of the strong audience appeal of Don McNeill, Mr. Shapiro states.

"After the campaign was set," Mr. Shapiro continues, "it became the task of our 40-man sales force to sell the 10,000 to 15,000 retail accounts handling the Grosset & Dunlap line on the merits of this brand new approach to book promotion. In addition, our salesmen had to convince and educate these retailers on the use of local radio efforts so that they could get the greatest benefit from the network participation."

In order to achieve this aim, each salesman was furnished with a portable record player on which he played a special recording by Don McNeill explaining the various aspects of the program. Special forms were prepared by Grosset & Dunlap, Mr. Shapiro says, which made it a simple matter for a book dealer, with no previous experience in buying local radio, to contract for a local schedule.

Local Tie-Ins

Included in the material supplied to the book dealer were open-end transcriptions of a sales message delivered by Don McNeill. Mr. Shapiro says that as a result of this campaign, hundreds of booksellers had their first contact with radio advertising. An indication of the effectiveness of the new radio-oriented approach is seen in a letter which a station owner in upstate New York wrote. He said, "I have yet to see a better, more effective follow-through than that done by G. & D. Grosset & Dunlap's tie-in was a pre-sold job, and in our case, the book department of our biggest department store contacted us because they wanted the complete package. The same was true of other G & D dealers in our area."

The 1960 network and local radio effort for Grosset & Dunlap will be launched October 20, Mr. Friend says. In addition to the increase in the amount of air time purchased, a few other changes have been planned. One of the highlights of the campaign will be a college scholarship contest. Mr. Friend states that the sound medium will be given the major job of promoting the contest. This emphasis on radio can be seen in a mailing piece sent to Grosset & Dunlap dealers explaining the aims and mechanics of the contest. Part of the copy reads: "Grosset & Dunlap will make no national consumer mailing of entry blanks. In order to enter the contest, parents must pick up the entry blanks at your store. Don McNeill's network radio show brings the customers into your store. Your own local spot announcements brings them into your store. . . ."

"Each salesman," Mr. Friend explains, "has been supplied with the necessary material to conduct special sales breakfasts for dealers outlining the contest. Included in this material are recordings by Don McNeill; Tom Maher, sales manager of Grosset & Dunlap; Mr. Siwek and myself. Each retailer participating in the promotion will get a large table-top display which tells about the contest and holds a pad of entry blanks. A large picture of Don McNeill is the dominant illustration on the display."

Another basic change in the publisher's radio plans for this year is the method in which the commercials will be delivered. Last year, all the sales messages were given by Don McNeill, both on the network and the local spots with open-end ETs. For this pre-holiday sales effort, the announcements will have lead-ins by Mr. McNeill, but the actual selling message will be delivered by a Grosset & Dunlap salesman, Mr. Friend points out.

Copy Approach

Here is how a typical network announcement will be handled:

McNEILL: Say, Mom, do you know that your child can win a college education absolutely free? That's right. Our friends at Grosset & Dunlap, who publish those wonderful books for boys and girls, are offering scholarships to college as prizes in an exciting contest. And the 50 runners up will receive 30-volume libraries of Grosset & Dunlap books. Here's Mr. ——— from Grosset & Dunlap to tell you more about it.

SALESMAN: Thanks, Don. My name is ——— and I represent Grosset & Dunlap, publishers of fine books for children for half a century. Because an educated America is a strong America, we are giving fully paid-up scholarship policies to insure the college education of the boy and the girl who win our contest. It's easy to enter, and you don't have to buy anything. Just see your favorite bookseller for a contest entry blank. And while you're there, be sure to see the display of brand new



G & D book dealers will receive this table-top display giving the details of the 1960 college scholarship contest which is being promoted on radio. The network campaign will be supported by local dealer radio efforts throughout the country.

Grosset & Dunlap books for children of all ages– especially the one called–(book title inserted here with price)

The publisher will be featuring nine different book titles during this year's promotion, and the messages will be rotated regularly. Book dealers will be furnished with scripts for one-minute spot announcements. Here again, Mr. Friend says, the copy emphasis will be on the scholarship contest. "Both the client and the agency are convinced that radio will be the most effective medium to put this promotion across."

An informal approach is used in the local scripts, as can be observed in the following excerpt:

ANNCR.: Say, mothers, have you entered your children in the college scholarship contest at (store name)? There's nothing to buy and entry blanks are free. The lucky boy and girl who win this contest will have their college education paid for by Grosset & Dunlap, the famous publishers of children's books.
We don't have to tell you mothers that a college education is more important than ever today. That's why (store name) is proud to give the boys and girls of (town) a chance to win the fully paid-up college education policies that Grosset & Dunlap is offering as prizes.

Be sure to pick up a free entry blank at (store name) today. And while you're there, look over (store name's) exciting Grosset & Dunlap Christmas books for children. For instance, (book title inserted here with prices).

Reasons for Optimism

On the eve of its second campaign on radio, Mr. Shapiro expresses confidence that the medium will surpass the job that it did last year. "One of the reasons for this optimism," the G & D advertising director says, "is the fact that we expect to have less dealer resistance both to the idea of network radio and to their own local spot efforts. You must remember, as far as we can determine we were the first publishing house to use radio on a national basis to sell books in book stores. Although most of the dealers were aware that radio was helping other retailers down the street sell bread, toasters, cars, among others, they had to adjust their thinking to making use of radio to bring customers into their stores.

"The best way to convince any businessman of the value of a new approach to promotion," Mr. Shapiro continues, "is to show him that it brings in added business. Book dealers all over the country know that the Grosset & Dunlap line of juvenile and children's books sold better than ever during and after last year's initial radio promotion. From the number of dealers who have already contacted us in order to participate in this year's radio project, we believe that they agree with Grosset & Dunlap that the medium can and does do a very effective job of selling." • • •





Radio

As cold weather snaps down around the ears of car-owners this fall, more than 500 stations in 150 markets are beaming a new word in the anti-freeze vocabulary to listeners.

The new word is "Telar," the name of a new "all-purpose, permanent" anti-freeze developed by E. I.



'haws Anti-Freeze Sales

Du Pont doubles radio budget to find "people wherever they are" in major effort to establish new anti-freeze

du Pont de Nemours & Co. And du Pont is engaged in one of its most extensive campaigns in years to make the introduction of Telar a success.

With its entry into the anti-freeze market, du Pont's Telar is bringing over $400,000 in business to spot radio. This figure is just about double the amount du Pont spent in spot radio in 1959, when du Pont allocated spot money to Telar's sister products, Zerone and Zerex.

To put new Telar in the running with competitive anti-freeze products, du Pont's advertising manager for anti-freeze, William W. Carty, reports, "Our advertising for Telar is running 'across the board' in all areas where it is distributed."

With the $400,000 radio budget set up exclusively for Telar, du Pont is reaching into 150 radio markets. In each market, the company is buying the maximum number of stations. The range is from three to six stations per market, sometimes more. Mr. Carty considers an esti-



mate of 500 stations in the total campaign a bit "conservative."

In scheduling the campaign, he explains that du Pont found radio's flexibility an extra "plus" for Telar. Depending on the whims of freezing weather's entry in various markets, the Telar schedule had to have staggered starting dates.

Spots, which are all minute ET's, broke as early as September 15 on northern stations. On the other end of the weather vane are stations in the south. Some will start the Telar campaign as late as next month, others will wait until early December, Mr. Carty explains.

Use Weather Experts

"In order to break the campaign in a market at the right time, we need to know when the area will get its first freeze. Calculations are made in advance by a team of researchers, working with weather service firms," he says.

"We know, for instance, that in Wilmington, Delaware, the first freeze is likely to be around November 11. Accordingly, our radio campaign there is scheduled to begin around that date."

Whether a campaign starts early or late in the fall, he says, it is scheduled to run through December. Thus, the peak of the Telar push on radio will be reached in all the 150 markets by the middle of November.

Heavy Frequency

"Du Pont will take 30 spots a week per station," reports Bob Syers, du Pont timebuyer at BBDO Inc., New York, the company's agency. With all the 500 or more stations carrying the spots during November and December, the total coverage per week runs to 15,000 spots.

"The availability specified early morning, late afternoon and traffic times," Mr. Syers adds. Some stations report that Telar spots are preceded by a brief temperature forecast.

Reach the People

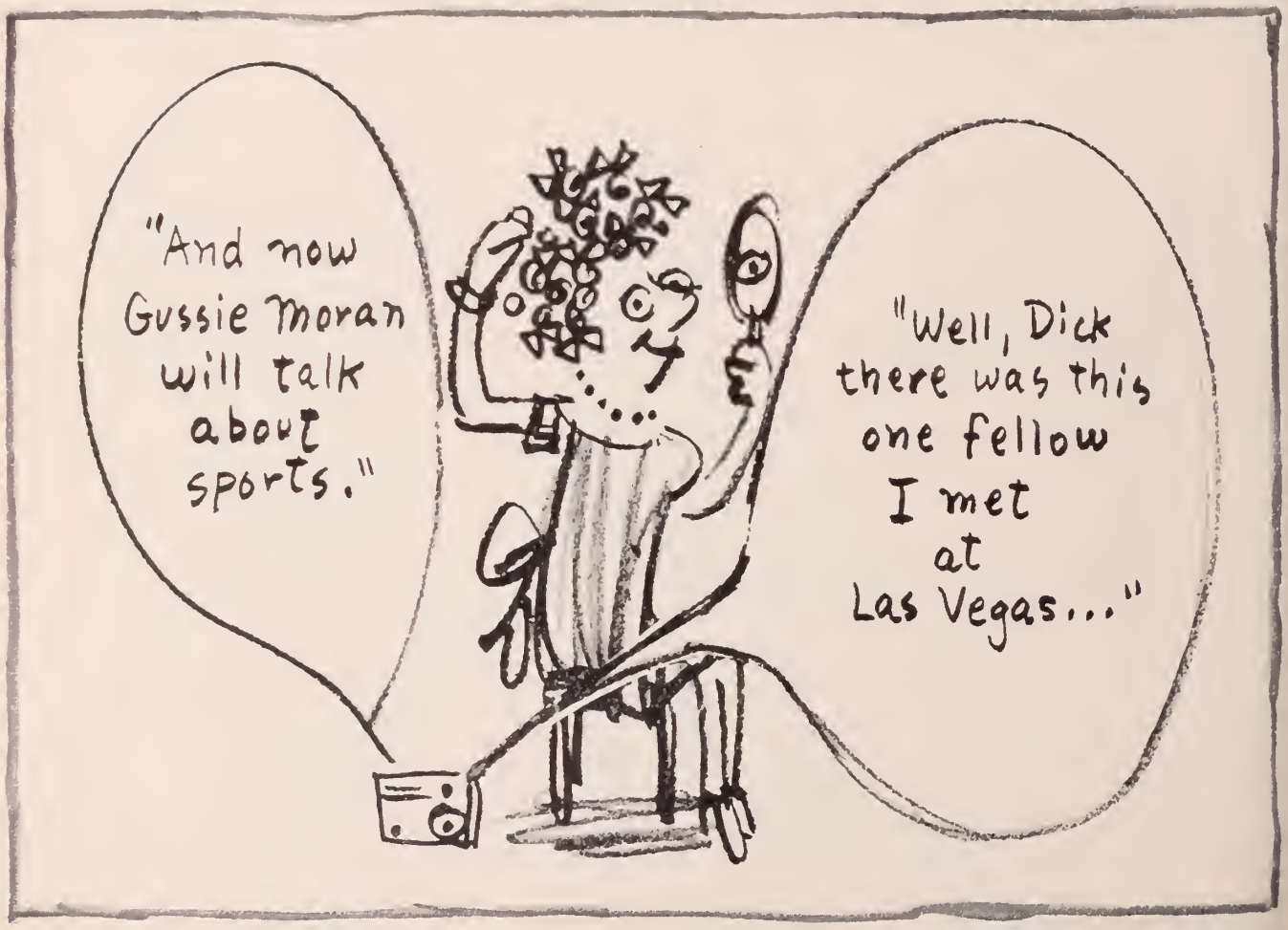
"We want to reach people when they wake up, while they drive to work, while they drive home. With radio we can be close to people wherever they may be," says Mr. Carty.

And when they reach these people, here are some points that du Pont is making clear about Telar:

Telar is a new anti-freeze that you never have to drain . . . the first anti-freeze to have such a property.

It prevents freeze-up in winter . . . and is a summer coolant. It also prevents rust-clogging.

If trouble develops in a car's cooling system, Telar may have to come out. In any case, the car-owner can tell if there is trouble by checking

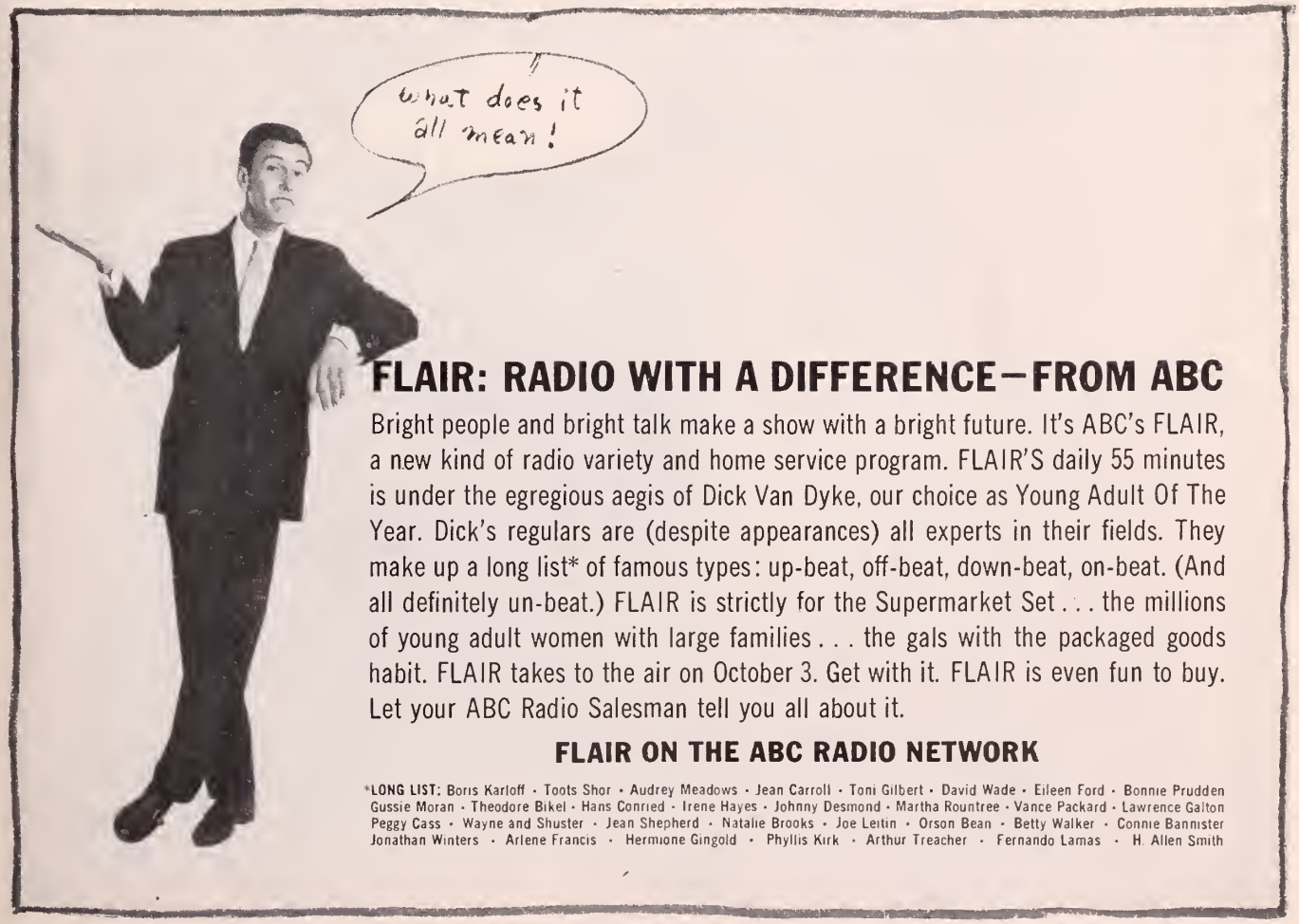


- **$400,000 FOR SPOT RADIO**
- **15,000 SPOTS PER WEEK**
- **500 STATIONS**
- **IN 150 MARKETS**
- **30 SPOTS PER WEEK PER STATION**

the color—Telar changes from red to yellow if it has to be drained.

Following is one of the radio commercials prepared for Telar by BBDO.

(LEAD IN MUSIC TO JINGLE)
HAROLD: Sylvia, here comes that commercial you always forget.
SYLVIA: Oh turn it up, Harold.
JINGLE (FROM RADIO):
You'll never, never, never, never, never again
Drain anti-freeze from your car again,
Never, never, never, never, never again,
With Du Pont "Telar" in your car.
(MUSIC UNDER FOR HAROLD)
HAROLD: Now how can you forget that, Sylvia? It's the most important thing that ever happened to anti-freeze.
SYLVIA: Yeah?
HAROLD: "Telar" is the first never-drain anti-freeze. It's a summer coolant, too . . . prevents rust-clogging. You may add to it, but as long as your cooling system's OK—you never drain it. If trouble develops Color Check warns



FLAIR: RADIO WITH A DIFFERENCE—FROM ABC

Bright people and bright talk make a show with a bright future. It's ABC's FLAIR, a new kind of radio variety and home service program. FLAIR'S daily 55 minutes is under the egregious aegis of Dick Van Dyke, our choice as Young Adult Of The Year. Dick's regulars are (despite appearances) all experts in their fields. They make up a long list* of famous types: up-beat, off-beat, down-beat, on-beat. (And all definitely un-beat.) FLAIR is strictly for the Supermarket Set . . . the millions of young adult women with large families . . . the gals with the packaged goods habit. FLAIR takes to the air on October 3. Get with it. FLAIR is even fun to buy. Let your ABC Radio Salesman tell you all about it.

FLAIR ON THE ABC RADIO NETWORK

*LONG LIST: Boris Karloff · Toots Shor · Audrey Meadows · Jean Carroll · Toni Gilbert · David Wade · Eileen Ford · Bonnie Prudden Gussie Moran · Theodore Bikel · Hans Conried · Irene Hayes · Johnny Desmond · Martha Rountree · Vance Packard · Lawrence Galton Peggy Cass · Wayne and Shuster · Jean Shepherd · Natalie Brooks · Joe Leitin · Orson Bean · Betty Walker · Connie Bannister Jonathan Winters · Arlene Francis · Hermione Gingold · Phyllis Kirk · Arthur Treacher · Fernando Lamas · H. Allen Smith

you—changes "Telar" from red to yellow.
SYLVIA: It is important...
HAROLD: I just can't see how you can forget it.
SYLVIA: Oh, sing the tune for me, Harold.
HAROLD: OK.
HAROLD (SINGING): You'll never, never, never, never again,
Drain anti-freeze from your car again,
Never, never, never, never, never again,
With Du Pont something in your car . . .
SYLVIA: Du Pont "Telar." Harold. That's important!
ANNCR: Only $5.00 a gallon at servicing dealers.
"Telar" goes in for keeps.

The jingle is written to the tune of an old popular favorite, "I'll Never Say Never, Again, Again." The same jingle is used in the Telar tv commercials.

Although Telar is sold in service stations and auto supply stores, du Pont does not attempt dealer tie-in promotion for Telar, Mr. Carty points out.

Offer Transcriptions

"However," says the Telar ad manager, "transcriptions of our radio commercials are made available to our anti-freeze distributors at no cost to them. Many of our distributors sponsor local radio shows, and are able to use our commercials during their regular broadcasts. The distributor pays for the time. Du Pont does not have a cooperative advertising program for any of its products."

"But," he adds, "we offer tie-in material to radio stations which often adds effectiveness to the spots themselves. Stations are informed that the services of our anti-freeze field representatives are always available to them. Their contributions may be helpful, for instance, in arranging programs on the proper care of a car."

Campaign Target

With its budget enlarged over last year's for the annual anti-freeze campaign, du Pont is aiming to make a high brand impression on the consumer. In light of the heavy line-up of advertising for competitive brands, the bid for brand impression is a strong one.

Du Pont's radio campaign, with high traffic time frequencies, is aimed where it will hit the target closest to home—when the consumer is driving his car. • • •

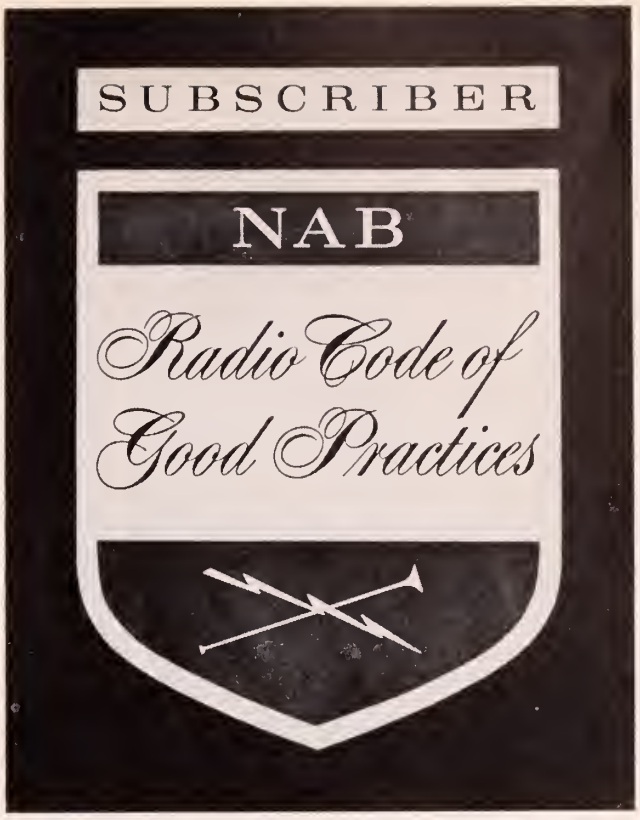
Du Pont Thoroughly Tests 'Telar' Before Marketing

Before going on the market, Telar was given road tests in over 300 cars. Technicians make periodic checks of test-car cooling systems. So far, only one needed draining—because of bad head gasket. Warning comes when solution turns from red to yellow.

Radio commercials emphasize Telar's longevity, call it the "first never-drain anti-freeze." Commercials also call attention to "Color Check."



Programming promotion survey by National Association of Broadcasters shows emphasis stations are placing on news, editorializing and sports and proves . . .



The accent is on local service for stations displaying new shield.

It's Local Service That Counts

Very often the sun shines brightest following a storm. The reporting and up-to-the-minute information supplied by radio as Hurricane Donna lashed the East Coast last month focused national attention on the kind of job radio performs day in and day out.

But often it takes an event of disaster proportions to recognize something that is taken for granted.

Under the heading, "Radio Proves Its Worth," Jack Gould of the *New York Times* wrote:

"Radio . . . demonstrated its sustained usefulness during the anxious hours attendant to Hurricane Donna.

"In particular, many local stations catering to their own immediate areas did a superlative job of keeping listeners informed of the storm's course and reporting on conditions in the set-owner's home area; local radio is a national boon in an emergency."

Serving the community's needs is radio's bread and butter in fair or stormy weather.

Questionnaire Survey

Indications of this and other trends in radio programming can be found in replies to a questionnaire survey of member stations by the National Association of Broadcasters.

The survey, conducted by NAB's Public Relations Service, was designed to learn what specific types of programming stations want promoted in special NAB announcement kits. Replies to the questionnaire will be used to guide NAB in its "Build Radio With Radio" campaign, an effort to help member stations promote through on-the-air announcements the many and varied services they offer to the listening audience.

According to NAB, popular choices for subjects for the new spot announcements indicate the community service nature of radio today. Among the main selections were these:

- Broadcast editorials on a wide range of matters of prime importance to local communities.
- Special broadcasts tailored for suburbanites and commuters.
- Daytime variety programs designed specifically for the housewife.
- On-the-spot news broadcasts by

mobile units and news reports direct from area, capital and world correspondents.
- Sports results and live pick-ups of sports contests.
- Popular music.

As for length, the replies show that spot announcements of 10, 20 and 30 seconds duration are most popular. But many stations also express a preference for 15-second spots and announcements ranging from 30 seconds to one minute in length.

38 Percent Reply

Questionnaires were sent to 1,713 NAB member stations. Replies were received from 665 stations, or a little over 38 percent of those surveyed.

John F. Meagher, NAB vice president for radio, says results of the survey will be invaluable in preparing and packaging future on-the-air spots in the continuing "Build Radio With Radio" campaign.

"Because such a wide variety of radio programming is represented within the NAB membership," states Mr. Meagher, "no single package of spots in the new series will be useful to all stations. For this reason, we plan to send each package only to those stations requesting it."

All radio members, he declares, will be sent a memo each month on new spots available, along with an order form to obtain copies free.

John M. Couric, NAB's manager of public relations, says the association's Public Relations Service will provide the packages of spots in order of interest reflected in the replies.

Since the on-the-air promotion campaign was undertaken in August 1959, the NAB public relations staff has prepared and distributed among radio members separate spots of varying length—covering general areas, including radio advertising as a service, weather and news reports, summer listening and radio's role in tornadoes, hurricanes and similar disasters.

The promos were dispatched to NAB's radio members in 13 separate mailings through last August. At that time, the series was halted temporarily and radio members were given an opportunity to order free reprints of any or all of the kits. A total of 106 stations ordered 2,732 additional sets of the individual packages.

Because of their general nature, previous kits were mailed without specific request by NAB members. The more specialized spots to be prepared on the basis of the NAB survey will be furnished only to those members who request them. (All "Build Radio With Radio" material is furnished to NAB members without charge.)

Answers to the questionnaire study reflect the greater emphasis radio broadcasters are placing on local and national news in its many forms.

On-the-air editorials are the choice of 31.3 percent of the stations as the subject for a new promotion package. Spots on news analysis and commentaries, a closely related subject, are favored in 30.3 percent of the replies.

Special announcements on news broadcasts by mobile units on the scene are requested by 60.4 percent of the participating stations. Another 24.5 percent vote for spot announcements featuring direct news reports from area correspondents; 20 percent favor spots on news from national and foreign correspondents, and 19.5 percent want spots for broadcasts by capital correspondents and Washington bureaus.

Still another 26.6 percent cast their votes for promotion of news interview and panel programs.

Sports Rate High

Sports, naturally, is high on the priority list. Special spots on sports results get the votes of 68.5 percent of the replies to rank behind popular music as the second most popular choice in the survey. Another 51 percent bid for spot announcements on live pick-ups of football and baseball games and other sports contests.

In sheer numbers, popular music is the overwhelming choice for on-the-air promotions, drawing 90.9 percent support.

Classical music gets the nod for promos from 32.4 percent of the radio stations participating, while country music spots are favored by 26.2 percent.

Home Service

The right-around-home approach in broadcasting shows up in many priority selections. Spots promoting daytime variety programs for housewives are requested by 53.4 percent of the replies. Spots featuring programs tailored for suburbanites and commuters are favored by 21.8 percent.

Announcements on regional programming would be useful to 26.8 percent of the responding stations. Spots on network programming are requested by 27.7 percent.

Other types of programming mentioned, some with high votes, are: Farm, 50.7 percent; variety entertainment, 26.2 percent, and "through-the-night" programming, 13.2 percent.

Spots of 30 seconds are preferred by 71.7 percent; 20 seconds by 62.6 percent, and 10 seconds by 60.5 percent.

Spots of 15 seconds are mentioned by 33.7 percent of the replying stations; spots of 40 seconds by 12.7 percent; 45 seconds by 14.5 percent; 50 seconds by 15 percent, and 55 seconds by 12.9 percent.

One-minute spots are being used by 47 percent of the radio stations.

Of the 13 spot packages already distributed, 12 went to all radio members of the NAB. The other, promoting the "fine listening" of fm radio, was sent to fm members only.

The 12, each patterned to a particular phase of broadcasting and distributed initially during the most appropriate season, were:

- Radio's service in time of disaster.
- Radio's service to youth and schools.
- Radio's support of philanthropic causes and community service.
- The wonderful variety of music on radio.
- The splendid holiday programs available on radio (and "why not give a radio to someone for Christmas?")
- How radio advertising helps keep America prosperous.
- Radio news and public affairs.
- Radio provides fast, reliable weather information.
- The American system of broadcasting.
- "Radio . . . the Heart Beat of Main Street."
- Portable radio listening during the summer months.
- Radio's coverage of major sports.

In a related move by NAB to service member stations, the association reports that 1,333 tapes of President Eisenhower's Continental Broadcasting Day message had been requested by stations for their use.

The President's message for this special event, which took place early this month (October 4), saluted broadcasters of North and South America with a special tribute to their defense of human rights and liberties throughout the hemisphere. The Inter-American Association of Broadcasters distributed the tapes throughout Latin America. • • •



The Radio Code Board of NAB on November 1 will have a fulltime director, Charles M. Stone, who will administer the code under the supervision of John F. Meagher, vice president for radio.

In authorizing the employment of a fulltime director, the code board made known that among the director's duties will be to assist in preparing a monitoring program to insure code compliance among members.

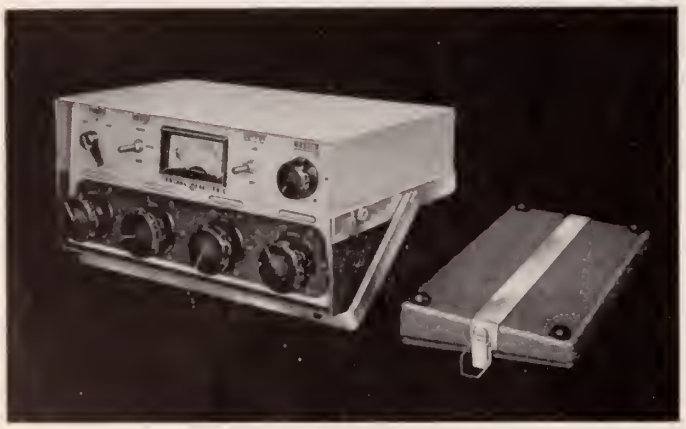
Subscription to the code, which is open to non-member stations, too, is now well past the 600 mark. The new Radio Code has been open to the entire industry since plans were begun to enforce provisions of the document which had been under the honor system.

Annual subscription fee for the code is 10 times a station's highest one-minute rate with a ceiling of $360 a year. Active members of NAB receive a 40 percent discount.

Shown above are members of the Radio Code Board. L to r: Elmo Ellis, WSB Atlanta; Herbert Krueger, WTAG Worcester, Mass.; Robert Jones Jr., WFBR Baltimore; Robert Pratt, KGGF Coffeyville, Kan.; Cliff Gill, KEZY Anaheim, Calif., and chairman of the code board; Cecil Woodland, WEJL Scranton; James Howe, WIRA Fort Pierce, Fla.; George Volger, KWPC Muscatine, Ia., and Richard Dunning, KHQ Spokane, Wash.



New portable audio amplifier—only 19½ lbs!



Carrying handle functions as base to position unit for most convenient operating angle.

Completely transistorized — not a tube in the circuit.

The first time you lift it you'll be thankful for transistors — because it is 100% transistorization that makes this lightweight reliable design possible.

General Electric's new Type BA-26-A has built-in studio quality. Designed for AM-FM-TV and recording use, this portable amplifier provides console quality for remote broadcasts such as sports events, concerts and spot news. Besides the customary microphone inputs, this portable amplifier features a high-level input for tape or transcription.

Here is the first portable audio amplifier containing its own regulated self-contained power supply with a range of 95 to 135 volts a-c. Provision for battery operation is also included. A laminated plastic front panel preserves permanent markings and allows space for other information to be added and erased without damaging the surface.

For complete specifications on the latest in General Electric's new line of Transistorized Audio equipment, write Technical Products Operation, Communication Products Department, Section 56100, General Electric Company, Lynchburg, Virginia.

GENERAL ELECTRIC

question and answer

THE QUESTION:

How Does an Agency Buy for an Automobile Account During the New Model Introduction?



Mr. Walsh is chief timebuyer at D. P. Brother & Co., Detroit, agency for Oldsmobile. He feels that the constant changes in broadcasting makes it necessary for *"Buyers of radio time to streamline their operational techniques and surround themselves with ample tools to do the job creditably."*

JACK WALSH ANSWERS:

We are using radio in a threefold manner for the introduction of the 1961 Oldsmobiles.

(1) The "Lowell Thomas and the News" program, in its second year of Oldsmobile sponsorship on the CBS Radio Network, will provide coverage for most of Oldsmobile's 3,800 dealers. This program is carried by 195 CBS affiliates, Monday through Friday.

(2) In small markets, where dealer performance is good, radio schedules are maintained on a long term basis. These schedules run in 200 to 300 markets throughout the year, and are usually augmented by the dealers at their expense. The schedules are allocated entirely on the basis of periodical analysis of dealer performance.

(3) A flexible medium such as spot radio is purchased in major markets at strategic times of the year, in addition to the regular media mix of magazine, newspaper and network television. The most important buys are the pre-announcement and announcement campaigns in late September and the month of October.

In purchasing radio spots for the 1961 Oldsmobile campaign, we anticipated the following problems:

Problem One—Getting suitable time periods when all of the competitors would be seeking time for their regular models and compacts, plus the expected influx of political advertising and the usual volume of food, medical and cigarette advertising.

Solution—The presentation was made to the client and approval was secured at an early date. With this early approval, representatives were able to give us good availabilities. We were able to put together an excellent am schedule as well as an fm schedule in top markets.

Problem Two—What type of stations should we select for copy which alternately features the new economy Oldsmobile "F-85," the medium-priced Oldsmobile "88," and the high-priced Oldsmobile "98"?

Solution—We selected a combination, in each market, of well-established "network-type" stations and properly-programmed "independents." We felt we could rely upon this combination to capture and hold the attention of adult audiences for Oldsmobile's message.

In setting up our schedules for Oldsmobile, we employed various techniques. Some are standard; others were pioneered by D. P. Brother's media department.

The rating services were consulted to make sure the stations considered delivered a respectable-sized audience. Mass audience stations were not necessarily selected. In many cases the stations with the largest area coverage were selected in order to give small-town dealers in outlying areas some additional coverage.

Audience composition reports, whenever available, were studied carefully to further assure adult audiences and eliminate the teenagers' favorites.

In order to concentrate on markets individually, we asked all stations for tapes of their own programming and that of competitive stations over which they claimed superiority. In this way we were able to go beyond the ratings and select stations with a "sound" compatible to quality commercials.

With new stations coming on the air, fm coming into its own, old stations applying for better facilities, ownerships changing hands and all stations varying their programming in the quest for a rating niche in their respective markets, it behooves the buyers of radio time to streamline their operational techniques and surround themselves with ample tools to do the job creditably. • • •

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land



LITTLE LEAGUERS from Levittown, Pa., on their way to meet Gov. David Lawrence after winning world championship. Chaperones are (l.) William F. Waterbury, general manager, and Stan Martyn, WBCB Levittown. WBCB brodcast play-off games which batted in victory, ended in governor's request to meet international champions.



HARD, COLD CASH totaling $1 million brings together three WKY Oklahoma City announcers, (l. to r.) Danny Williams, Chuck Dunaway and Howard Clark. Winning listener got the cash—deposited in bank for one day—and collected six percent interest—$166.66 and title "Millionaire for a Day." Also in the bargain for 24 hours—a baby-sitter, 1960 Cadillac and luxury hotel suite, courtesy of the station.



BOYSVILLE citizens of San Antonio, Tex., enjoy hot dogs and miniature train rides at party given by KAPE San Antonio. Charles D. Lutz, station manager, starts the boys off on the first train.



CHILDREN AND nurse at Sunair Home and Hospital for Asthmatic Children, Tujunga, Calif., talk with Maurice Hart during interview for KABC Los Angeles. Hospital is KABC special project of month.



MOBILE GOLF cart from KLIF Dallas was brainchild of pro golfer Don January (c.). Telephone patched through station's mobile news unit gave on-the-ball coverage of $25,000 Pro Open last month.



TEEN-AGE GIRLS swarm Kaufman's of Kentucky, Louisville department store that chose WINN Louisville to help in promotion. WINN programs "good music," thinks turnout of teenagers helps prove they like it, too. Girls went to store to audition for "Big K D I" title, win prizes for talent by reading spots.



TALLEST FISH STORY nets William Rothenberg tackle box, rod and reel from model Lee Wicker (r.). Sandy Wicker (l.) checks his entry in WRVA Richmond contest, making sure he followed rules.



SILVER DOLLARS fill 3,000 pound bottle of sculptured ice in KNBC Chicago contest for Mint Calso promotion. Over 4,000 people sampled Mint Calso.



WHO GOES FIRST? Congressman John Foley's (Dem.-Md.) opponent Charles Mathis won the toss, appeared first on WWDC Washington program of free time to candidates. Ben Strouse (c.), WWDC pres., tossed coin.

Mutual gives you the advantage of network facilities and still lets you do your own local programming!

That's the successful secret of a Mutual affiliation. You get network facitities—on-the-spot news reported by authoritative newscasters, plus a wide range of music, sports and special events. At the same time you are free to do your own locat programming —local personalities, locat features and immediate area coverage.

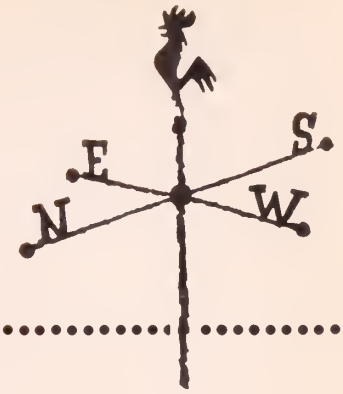
With a combination like this, smalt wonder that so many stations are happy with the Mutual Radio Network.

Mutual stations go network and stay local

Mutual Stations are making money—can you think of a better reason for considering a Mutual Radio Network affiliation?

MUTUAL RADIO NETWORK

A Service to Independent Stations



The Westinghouse Approach To Radio

An examination of one group's views on how to fulfill radio's role as a multi-purpose medium



NEWS AND PUBLIC affairs is one of WBC's most vigorous programming efforts. Strong source of international news is WBC's own European news bureau. Its chief, Rod MacLeish (r.), supervises staff of 26 newsmen who are located in 18 countries in Europe. Here he discusses plans with staff members Ben Park (l), and Rene Morrett.

One of radio's strongest assets as an advertising medium is the literally countless ways in which it can be used. Almost every advertiser is able to "hand tailor" a radio combination to fit his special marketing requirements. A major contributing factor behind the flexibility of the medium is the wide variety of basic approaches to radio taken by the individuals and groups operating radio stations. The radio operations of the Westinghouse Broadcasting Co., for example, illustrate how one group of independent stations is going about discharging its duties as a medium of advertising, entertainment and service.

"All of our thinking and planning," Donald H. McGannon, president of Westinghouse explains, "is influenced and modified by what I describe as radio's face. And this consists of five major points. (1)

Personal. Radio is a personal medium, and the average listener today tunes in to a particular station rather than to a particular program. (2) Companion. Radio is a companion medium that the listener hears the moment he awakens, has with his morning coffee, travels with him to and from work and helps put him to bed at night. (3) Portable. Radio accompanies the listener everywhere he goes, in a car, boat, on a picnic or the back porch. (4) Multiple Attention. People listen to radio while they are washing the dishes, shaving or painting the garage. Radio is not as demanding on the listener's attention as television, but it is not as submissive as background music. (5) Service Medium. Radio today has its greatest opportunity and responsibility to serve its community. Our feeling is that a station must find out what the community wants, and then meet those wants."

These five elements, Mr. McGannon says, act as guideposts when the general policies that identify a Westinghouse radio operation are being formulated. "For example," he states, "our approach to the music played on our stations, and the deejays who preside over these shows has been shaped by our basic attitude as to radio's function. The records are selected to appeal to a mass audience, but not on a rigid formula basis. We prefer the personality type of deejay who can develop and hold a loyal audience, and we insist that these personalities identify with the community, both on and off the air."

Editorializing

A subject which appears to be very close to Mr. McGannon is editorializing by radio stations. He feels that radio is the ideal medium to bring an editorial viewpoint to millions of people who rarely, if ever, see the editorials in their newspapers. In order to produce editorials that are meaningful to the community, each Westinghouse station has on its staff a research-writer with the responsibility of developing and preparing the station's editorials. Mr. McGannon also says that these editorials are delivered by the general manager of the station to leave no doubt that the opinions expressed are those of the management.

Although each station operates autonomously, it is also serviced by the WBC Washington news bureau, under James Snyder, which custom tailors news in a way designed to arouse maximum interest in the community being served. In addition, the station gets reports from the Westinghouse European news bureau, headed by Rod MacLeish, and roving correspondents.

"The public's interest in news and public affairs at the present time," Mr. McGannon, says, "is unprecedented. And we are convinced that radio can best satisfy this interest."

An examination of the European news operation throws some light on how the Westinghouse organization operates. WBC launched its European news bureau 18 months ago.

It's Great to be Single!

Yes, we think it's great to be a single-rate radio station, with one rate for all, and no "special" deals. And, remember, please, when you buy WEJL-Radio . . . .

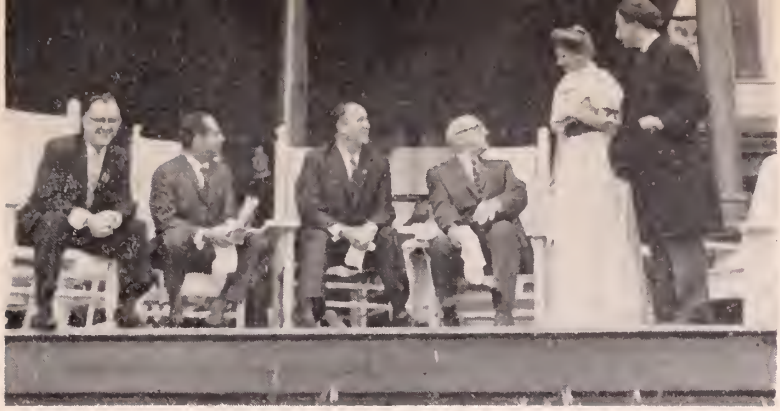
- **You buy from an accurate coverage map.**
- **Your live copy will be "sold" by air salesmen. We have no pear-toned deejays to unhappily mouth your sales messages.**
- **You'll be in mighty good company on WEJL-Radio because no per inquiry nor mail order business is accepted.**
- **You'll get a mighty low cost per thousand and you'll reach the adult, "buying-decision" audience.**

Serving Eight Pennsylvania Counties

And WEJL-Radio subscribes and adheres to the NAB Radio Code of Good Practices.

WEJL
The Scranton Times
500 WATTS . . 630 KC
Scranton, Pennsylvania

Represented by THE MEEKER COMPANY



CAMPAIGN SONGS from American history are heard on WBC public service programs, available to other stations. At Sagamore Hill party, judges of greatest campaign song (l. to r.), candidate for Congress John Harold of New York, Met singer Robert Merrill, Congressman Alfred Santangelo, N. Y., musicologist Sigmund Spaeth, with Edith (Lynn Charnay) and Teddy (Joe Fitter) Roosevelt.

As bureau chief, Mr. MacLeish correlates information, turns it into news analysis and feature material, which he usually voices personally on the broadcasts. Coverage is supplied by a staff of 26 commentators in 18 countries.

A recent WBC development, vertical news, the concept of treating a complex major story in depth, is also pursued in Mr. MacLeish's radio styling. Reports are sent either by direct line or wire in from five to eight installments throughout a given day. Each about two minutes long, the reports are generally aired by the stations once an hour, during musical programs rather than news periods.

The particular overseas story is told from various standpoints, with additional facts incorporated as they are uncovered. The whole subject is tied together in a wrap-up phone call, tape or wire, which is then used on "Program PM," the magazine format scheduled nightly on all WBC stations. There is no commitment to a specific number of "vertical news" projects per week, it is explained; Mr. MacLish is guided, as are the stations, by the news itself.

Direct Line Feeds

Whenever possible, WBC attempts to provide its stations with direct line feeds of major events. During 1960, Westinghouse provided direct coverage of such events as the two political conventions, the Summit Meeting press conferences from Paris and the Olympic Games.

One very important measure of how any commercial enterprise is reaching its goals is its sales story. Part of this story can be told in terms of the firm's general attitude towards radio and advertising as expressed by A. W. (Bink) Dannenbaum Jr., WBC's sales vice president. "We believe in our standard of living and the vital part good advertising plays in it. We believe that electronic media is the most useful and most effective form of advertising, and that radio advertising is the most economical way to reach the most people most often with a sales message. And, we have great pride in being in our industry and our company."

Mr. Dannenbaum provides some figures to support his enthusiasm and optimism about radio advertising in general, and WBC's sales story in particular. "At no year save one, 1954, and then only 5.1 percent," he says, "did our industry lose ground since 1938. Certainly individual stations, including ours, reeled under blows, but the fact remains that more dollars were spent in radio every year save one since 1938.

"And what did Westinghouse Broadcasting do in the period 1955 through 1959? We increased our radio billings by 76.6 percent. And today our sales are at an all-time high, surpassing any period in the history of our radio stations."

"We had definite goals in mind when we started out in 1956," Mr. McGannon states. "And we feel that we have proved that we have developed an accepted product. Of course, we are always in the process of refining this product, but we feel confident that WBC is a going concern. • • •

Listeners who BUY tune to WGY

WGY "Personality Programming" Matches Message To Audience Resulting In Greater Sales For You



Class or mass—your message gets to the audience you want because of WGY's personality programming. Joe Roulier, for instance, with his blend of show tunes, standards, informal patter and news briefs, serves a most listenable menu to his daytime audiences. Then with Leon Kelly, you have the dinner-time companion to thousands. His tightly woven web of semi-classical and standard tunes, off-beat stories and poems has captured and keeps the mature, able-to-buy listener tuned to WGY. In between, WGY staff specialists in news, sports, weather, home and farm fare make your message known and acted upon by mass or special audiences in this area. Contact Henry I. Christal Co. or WGY, Schenectady, N.Y. 982-16A



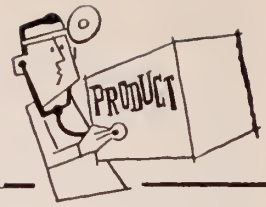
Serving Northeastern New York and Western New England



50,000 Watts • NBC Affiliate • 810 Kilocycles

A GENERAL ELECTRIC STATION

commercial clinic



Divided Opinion on Relationship Of Jingle Producer and Agency

What is the proper relationship that should exist between the advertising agency and the outside organization providing the music for radio commercials? There appears to be some divided opinion among jingle producers as to the answer to this question. Some producers feel that in order to function most efficiently, they must be brought in at the earliest possible stage of planning a campaign and play a major role in the creation of the original idea. There are others who believe that it is their function to support and more fully develop with music the idea which is presented to them by the agency. A firm which has successfully subscribed to the second approach is Music Makers, Inc.

"In the creation of any successful announcement using music, two elements must always be present," says Herman Edel, executive vice president of the firm. "The idea is the first element. And it is our feeling that this *must* come from the agency. We base this on the simple fact that the agency knows the product involved and the objectives of the advertiser to an extent which would be impossible for us to be able to match. As a matter of fact," Mr. Edel continues, "although we can and do prepare lyrics as well as the music, we will often encourage the agency copy people to prepare the lyrics. Here again, our reasoning is that the agency is in by far the best position to deliver the advertising message.

"The second element, of course, is the music. If properly used, music will enhance a good idea. It can never, however, repair or substitute for any basic faults or flaws in that idea."

Mitch Leigh, the young president of Music Makers, and the man directly involved in creating the music, points out that the musical idiom used in a commercial must be honest and accurate. "Today, you can't get by with music that either looks up to or down on the listener. For example, if the jingle is being directed to youngsters and rock and roll is being employed, it must be genuine and up-to-date. The rock and roll being heard now is different than it was two or three years ago. And if your jingle doesn't reflect the change, the youngsters spot it immediately. When this happens not only does the music do nothing to help sell the product, it might even create a negative effect that could be detrimental," Mr. Leigh says.

An Emotional Image

"In the 20 to 60 seconds in which a spot announcement has to get across its message," Mr. Leigh explains, "there is usually only enough time to create an emotional image of the product. If the music is performing its proper function, it will be able to help produce a favorable climate of emotional involvement with the listener."

The musical jingle, through the efforts of organizations like Music Makers, has developed from its early form of a combination of simple and easy to remember music and lyrics to efforts that require the use of 35-piece orchestras. The musical forms used today, Mr. Leigh points out, vary from advanced progressive jazz to country and western rhythms to lush mood music to symphonic. "Because a tune is simple and easy to remember," he sas, "it does not guarantee that it will help create a response that will aid in doing the one thing which a jingle is supposed to do—help sell the product."

New Department

In addition to the growing number of advertisers who are using music in their campaigns, many radio stations are also turning to this lively art to assist in creating and maintaining their individual images. As a result of this increasing activity, Mr. Edel states, his firm has just established a special division to work with radio stations. "Each campaign will be custom-made for the station," he says, "and we will apply the same principle of creating a distinctive sound for each individual product, in this case a radio station."

It is very possible for a musical commercial to contain all the proper ingredients, in the proper amounts, and still not produce as it should, Mr. Leigh says, if the final transcription does not have the quality to bring out everything which was played at the recording session. He mentions that commercials are often played between commercial records of the highest quality. If the music on the spot announcement is not on a par with the rest of the music heard on the program, the entire message is in danger of being diluted in its effectiveness.

Indications of how far jingle producers have progressed in recent years are the expanding physical facilities of Music Makers, and the steadily climbing revenue. In 1957, Mr. Edel says, the firm grossed $100,000. Last year, the firm grossed $600,000, with every expectation that this year's figures will continue the upward trend. • • •

1. Daytime Power (Cont'd from p. 27)

says, confirmed the adult edge radio has over tv during the daytime, the latest research shows the difference has widened.

According to the RAB-Pulse research, "radio has further increased its substantial edge over tv by an additional 6.5 percent in the average hour between 6 a.m. and 6 p.m."

And the proportion of adults in radio's audience in 1960 has held steady or gained since 1958, while in tv it has decreased, RAB states.

A weighted average for the 27 markets shows that 87 percent of the radio audience was adult in 1958 compared with 88 percent in 1960; in tv, the study says, adults in 1958 represented 60 percent of the audience, compared with 56 percent in 1960.

What do agencies think of the latest RAB analysis?

William C. Dekker, vice president, media director, McCann-Erickson Inc., New York, tells U.S. RADIO:

"Our media planning process will make much use of these data. RAB, in the updating of its 1958 adult daytime radio audience research, has made an important contribution to the media-marketing aspects of radio.

"It is always important to us in the developing of media strategies to keep abreast of trends in media circulation, shifts in listening, viewing or readership patterns. The comparison of radio's adult audience reach during daytime in 1960 *versus* 1958 contained in this 27-market RAB study documents once again the growth of daytime radio during the past two years."

As part of the RAB project, the bureau draws from published market research studies to demonstrate that adults are the purchasing agents of any family.

The marketing facts cited are these:

- 98.2 percent of food and grocery buyers are adults.
- 85 percent of all department store traffic is adult.
- 95 percent of all drug and tioletry purchases are made by adults.

The importance of daytime as "buy-time" is borne out by these facts:

- 76.1 percent of supermarket customers buy before 6 p.m.
- 65.8 percent of all drug store purchases are made before 6 p.m.
- Most department stores are open only one night weekly

The RAB-Pulse audience comparisons are based on average quarter-hour, Monday through Friday, sets in use, including both in-and-out-of-home listening.

The markets are: Boston, Buffalo, New York, Philadelphia, Pittsburgh, Atlanta, Baltimore, Birmingham, Houston, Memphis, New Orleans, Richmond, Washington (D.C.), Chicago, Cincinnati, Cleveland, Columbus (O.), Detroit, Kansas City, Milwaukee, Minneapolis-St. Paul, St. Louis, Los Angeles, Portland (Ore.), San Diego, San Francisco and Seattle.

ADULT PENETRATION

	Radio		Television	
	1959	1960	1958	1960
7 a.m. to noon	90%	90%	62%	61%
Noon to 6 p.m.	85%	88%	59%	53%
Weighted average	87%	88%	60%	56%

Source: RAB-Pulse studies in 27 markets.

2. Reach and Frequency (Cont'd from p. 27)

to the top 100 markets, the same yardsticks can be utilized for the entire nation.

For the purposes of the study, stations with the highest average ratings were selected in each market, both for the weekday and weekend schedules.

A variety of spot campaigns were hypothetically placed on a pre-determined basis to utilize all day parts, Sunday through Saturday. These schedules were then tabulated in order to determine net unduplicated homes reached and the average number of times heard. Costs were based on published minute rates, less applicable discounts for fixed positions.

PGW feels that the results of this study, as significant as they are, are "minimal expectations" of what spot radio can do. The reasons: There is no out-of-home listening included; there is no rotation of spots, and only average ratings were utilized.

The first round of agency calls on the research study are being made at the media director or media research director levels. The second time around PGW will show the presentation to the account level at the agency and executives on the client side.

In New York, the agencies that have either seen it or will see it shortly are J. Walter Thompson; McCann-Erickson; BBDO; Ogilvy, Benson & Mather; Foote, Cone & Belding; Benton & Bowles; Compton; Dancer, Fitzgerald & Sample; William Esty; Sullivan, Stauffer, Colwell & Bayles; Kenyon & Eckhardt, and Gumbinner.

The calls being made on the media director or media research director include the research study only. However, when PGW shows it to the client, it will be considerably embellished. The representative firm intends to bring the research to the attention of major non-radio national advertisers and at the same time, offer them a specific proposal for radio use.

That proposal will include a suggested radio budget for the year and will specify time periods, frequency and expected reach.

PGW expects to have the entire data for this study completed by next month. At that time, the firm intends to make the findings available to all other representatives, agencies and advertisers interested in spot radio.

For charts on efficiency of weekend radio, see p. 59.

station log

► **News:**

Stations everywhere appear to be giving increased attention to coverage of local elections this year.

Following the move by the networks to broadcast face-to-face political debates between the presidential candidates, WWDC Washington, D. C., offered free time to congressional candidates in neighboring Maryland and Virginia election districts. Each candidate was invited to participate in two 30-minute debates without charge.

WMAQ Chicago is broadcasting weekly a one-hour pre-election program called "Ballot Box 60." A panel of political writers from Chicago newspapers interview candidates in Illinois' gubernatorial, senate and state's attorney races. An election eve roundup will dominate the final program in the series.



ANNIVERSARY celebration of WWVA Wheeling, W. Va., includes awards to farm authorities for 25 years service. Left to right are Paul Myers, WWVA; Art Smith, Ohio State University; J. O. Knapp, West Virginia University; Paul Miller, WWVA; Robert Lang, Belmont County, agent, O.; John Corrigan,, WWVA.

A series of editorials on station KVI Seattle has resulted in efforts



1. 1,228,800 customers for your products.
2. Total consumer effective buying income of $2,465,996,000. (Figures from Sales Management's 1960 Survey of Buying Power for WSPD's circulation area)
3. Industrial employment of more than 100,000 at Champion Spark Plugs, Libby-Owens-Ford, Toledo Scale and more than 800 other plants.
4. With 4 stations in town, 5 of every 10 radios are tuned to WSPD — audience domination that opens the pocketbooks of this rich market.

The right combination of circulation plus persuasion — Let Katz help you select the most persuasive times.

WSPD—Radio, Toledo
a STORER station

National Sales Offices:
625 Madison Ave., N. Y. 22
230 N. Michigan Ave., Chicago 1

by officials to crack down on the misuse of drugs. The station prepared the editorials after learning that amphetamines and cough syrups containing codeine were sold indiscriminately. In a letter to the station, Seattle's chief of police stated that "cough syrups containing codeine must now require a prescription, and legislation is being prepared to regulate the use of amphetamines."

A monthly subscription service for radio station promotions is now available from Broadcast Promotions, New York. Ten different promotional ideas, with details of their execution, are distributed each month, exclusive to one station in each market. The firm also offers special consultants to stations for development of promotion campaigns.

► **Programming:**

A concept known as "integrated element programming" began last month on WERE Cleveland. Richard M. Klaus, general manager, expains that the new format will require air personalities to work from "idea scripts" prepared by a staff of writers. Writers meet in daily conference with each personality and members of the production department to work on scripts.

"The new format will resemble WERE's personality-block-programming in that individual personalities will still be accented. However, the complete pre-planning and theme will carry over from program to program, and will result in a new kind of continuity," according to Ed Stevens, vice president for programming and promotion.

One-minute lessons in charm, beauty and femininity are the basis for a new feature, *Peaking Through the Looking Glass*, on WGLI Babylon, N. Y. Scheduled in high homemaker listening periods, the program will be written and broadcast by Miss Helen Peikin, director of Slendercenter Inc., in Valley Stream, N.Y. Listeners are encouraged to write to the program on any problems they want discussed.

► **Public Service:**

KABC Los Angeles has launched a series of major public service projects that will each receive a month's attention from the station.

Known as "public service project of the month," the series began last month with programs acquainting the public with the Sunair Home for Asthmatic Children. The station broadcast interviews with doctors, social workers and patients who explained the work of the hospital and the nature of the disease.

Special classes in practical politics were presented by WRCV Philadelphia recently in an effort to encourage public participation in political affairs.

The course covered various political topics, including "Why Get Into Politics," "The Political Party System from Division Committeeman to the National Committee," "How Party Workers Can Be Effective" and "The Importance of Being Well Informed on Political Issues."

Extensive on-air promotion urged citizens to attend the classes and participate in politics with the party of their choice. • • •

Now you can listen and compare before you buy the rich Syracuse N.Y. market



at our expense

tune in by telephone

. . . Get the proof of WFBL leadership! Make a personal survey of station programming in Syracuse—by telephone. Call WFBL collect at any time of day or night to hear the live broadcast of the moment by any or all stations. We think you'll agree with local listeners and advertisers; the most enjoyable good music, the best news reporting in Central New York is heard on WFBL. It delivers the audience you want to sell. Listen, compare. Prove it to yourself. Phone HOward 3-8631 collect. Ask for Sponsor Listening Service.

WFBL radio
5000 WATTS DAY AND NIGHT
FIRST IN CENTRAL NEW YORK
REPRESENTED NATIONALLY BY GEORGE P. HOLLINGBERY CO.

BPA memo

Miami Stations Help Downtown Business Boom

Four Miami radio stations recently came to the aid of the city's Downtown Business Council, cooperating in a 12-hour Sale-a-Thon that featured a shopping mall experiment, opening the streets to pedestrians only.

Management men from WAME, WQAM, and WGBS* formed a committee to work out details for the promotion, headed by Murry Woroner, station manager of WAME.

The advertising budget for the one-day Sale-a-Thon was allocated 100 percent to radio. All three stations carried heavy spot schedules, with a fourth, the Spanish language station WMIE, airing a lighter schedule. The spots started six days before the Sale-a-Thon, reaching a saturation peak the day before and extending through 6 p.m. the day of the sale.

The city agreed to convert four blocks of Miami's main street into a pedestrian mall from 9 a.m. to 9 p.m. Officials closely watched reaction to the mall plan, considering it a test for a permanent mall.

Over 200,000 people jammed the downtown area for the sale, says Mr. Woroner, who was later awarded a citation by the council for his services.

Sidewalk auction sales were run by top disc jockeys, featuring merchandise on sale inside the stores. Refreshment stands were set up, selling drinks at half price. One booth reported that it sold 4,900 soft drinks.

Two orchestras filled the main thoroughfare with music in the evening, followed by shoppers' participation in four dances run simultaneously in each block. The dances featured four kinds of music—rock 'n' roll, popular, Latin and square dance.

Each of the 54 merchants participating was enthusiastic about results, it was reported. Sales increases ranging from 20 to 50 percent were noted. One businessman went so far as to compare the day's business with sales of the Christmas season.

The council, moved to action because of a two percent drop in department store sales for the year, said that "the Sale-a-Thon far exceeded all previous promotions."

BPA Named Consultant For Junior Achievement

Junior Achievement, national youth organization, has appointed the Broadcasters' Promotion Association its official consultant on radio and television promotion.

Public service announcements for JA have been circulated by the BPA education and professional standards committee to all local Junior Achievement franchises. The spots were prepared by committeemen James Mullen of WCBS* New York and Ray Johnson of NBC.

Deejay Broadcasts Atop Flagpole to Raise Funds

Ronnie Cash, WJET Erie, Pa., didn't feel a bit isolated during his recent stint atop a 50-foot flagpole in the West Erie Plaza parking lot

Many listeners to his record show turned out to watch the spectacle of the one-man campaign to raise funds for construction of a swimming pool for Camp Lend-a-Hand, where disabled youngsters get special therapy.

The disc jockey stayed up in the air with his turntable until listeners sent in enough contributions for the pool.

River-Barge Concerts Draw Crowds for Fourth Year

The barge-tour of the 57-member American Wind Symphony, co-sponsored by KDKA* Pittsburgh, took music to 16 river communities this year and played to about 170,000 people.

Along with the musicians went KDKA personalities including Rege Cordic, who narrated, and Josie Carey, who presented a special musical puppet show at one of the concerts.

KDKA has co-sponsored the concerts since the American Wind Symphony was founded in 1957. In addition to on-the-air promotion, the station handles all publicity and promotion for the orchestra's tour, according to Les Rawlins, general manager. • • •

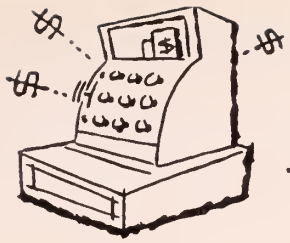


DEPARTMENT STORE jam resulted from Miami "Sale-a-Thon." For 12 hours thousands of people crowded stores and blocked-off streets to shop downtown. WAME, WQAM, WGBS and WMIE Miami contributed time, talent and top-flight promotion to the event. Retailers reported sales up as high as 50 percent.

*Denotes stations who are members of BPA (Broadcasters' Promotion Association)

HOMETOWN, U. S. A.

radio registers



GENERAL SUPPLY

Sales jumped 100 percent for Hastings Co-op Supply, Hastings, Nebraska, reports store manager Charles Buss, after starting a spot schedule on KMMJ Grand Island. Using KMMJ almost exclusively, he says, the store sold 27 major appliances in 60 days. During same period last year, he reports the sale of only one major appliance. Advertising placed on KMMJ by the company for a one-day paint sale resulted in $500 in paint sold, as well as six major appliances, according to Mr. Buss.

SAVINGS & LOAN

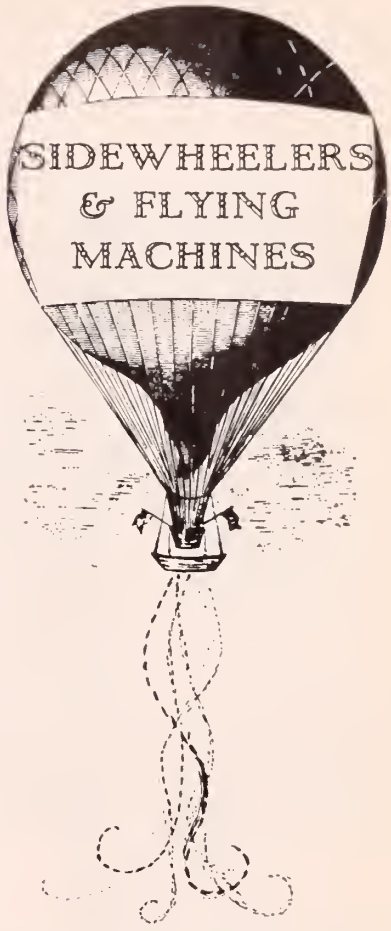
Officials of First Federal Savings and Loan Association, Denver, recently signed a contract with KOA Denver renewing its sponsorship of 22 news broadcasts per week. After seven years and 7,176 news programs sponsored by First Federal on KOA, Malcolm Collier, company president, reports assets have grown from $9 million to $33 million. First Federal spends the majority of its advertising budget on KOA, he says.

HOME SERVICE

The Home Service Club of Dallas, which provides home building, repair and maintenance services, ran a campaign to solicit inquiries on the HSC operation. Radio and other media were used, with 10 spots a week on KIXL Dallas. Responses from KIXL spots ran 11 to one over other forms of advertising, according to James L. Townsend, HSC president. He says the KIXL now gets the majority of the HSC advertising budget.

FOOD BROKER

Kretchmer Wheat Germ, advertised for several years on WOR New York through B. Meir & Son, New York food broker, has increased its sales 90 percent. Fred Barnet, sales manager of B. Meir, says the company has advertised the product on the Carlton Fredericks Show for several years, and radio has been the prime medium. Now buying three spots per week, Mr.Barnet says the radio advrtising has aided materially both in chain store and independent grocer distribution.



Don't be detoured. If you want to move in Metropolitan New York, you need WPAT . . . the station that moves millions throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut. Follow the lead of the world's leading lines. They're in transports over the effectiveness of WPAT . . . where transportation and travel advertising has climbed to a stratospheric 2090% increase in three short years. There's no doubt about it, commercials get there faster on WPAT. And for advertisers, getting there is *all* the fun. Here are only a few of the world travelers who've found out how much faster and how much more fun it can be to get there on WPAT: *Arosa Steamship Lines, Braniff, BOAC, Capital, The French Line, Irish Airlines, K L M, National, Northeast, Northwest, Sabena, SAS, TWA and United.* In the past three years, all of them have advertised on WPAT . . . the station with the air of success.

WPAT
&
WPAT-FM

Department Store Campaign Serves a Two-Fold Purpose

A major campaign designed to zero in on the $400 million-plus the nation's department stores spend annually on advertising is being launched this month by Radio Advertising Bureau member stations across the nation.

The campaign, according to RAB, actually has a two-fold purpose:

(1) To help convince department stores—which still invest the bulk of their budgets in newspapers—that radio can do an effective selling job for them.

(2) To act as a "buildup" to the first release of results from RAB's "$64,000 Challenge"—the year-long study of radio advertising for department stores being conducted by the bureau in cooperation with The Higbee Co. in Cleveland. (Higbee's is part of the nationwide chain of Associated Merchandising Corp. stores and grosses more than $50 million annually.)

This big "buildup" campaign has already started in many markets—and currently is based on an eight-part direct mail campaign designed to put the case for radio in the hands of leading department store executives. Utilizing RAB presentations, research and case histories, the campaign documents dramatically show just how radio can work both to increase sales and attract more customers for department stores.

Among the data will be comparative results of radio vs. newspaper advertising on literally hundreds of different department store items—ranging from ready-to-wear to toys and appliances.

(The detailed study is the culmination of a challenge Mr. Sweeney made to the department store industry in 1958. He offered partial financial backing from RAB to conduct, in cooperation with a major department store, a comprehensive, 12-month study of radio's effectiveness for item-selling. A proviso of the offer was that RAB would play a major role in the campaign in such areas as selection of the items to be advertised, the copy approaches to be used and the selection of stations and broadcast times.)

Among the ammunition included in the direct mail "buildup" campaign is a 24-page presentation titled "Which Way Will Your Store Ride the Retail Revolution—Up or Down?" The presentation outlines eight major reasons why department stores should diversify their advertising media approach.

Also included: Case histories of outstanding radio results for some 14 department stores throughout the nation. Among them: Cain-Sloane, Allied Stores outlet in Nashville, Tenn., grossing some $30 million annually.

Another brochure in the eight-part campaign is titled "They All Listen to Radio." It outlines for store executives the radio listening patterns of eight important consumer groups—such as housewives, middle-income men, and single working women. All of the groups studied are of vital importance to department stores and the RAB brochure pinpoints the extent of their radio listening. • • •

NATIONAL SALES TREND OF THE MONTH

Over the past nine months, major auto makers have been targeted in a special series of presentations from RAB tailored to the individual marketing and advertising problems each faces. The basic thinking behind each presentation: Radio should be used consistently—52 weeks a year—rather than on a flight basis. Now, one of the major makers appears as the first breakthrough, will buy radio in its most important markets for 52 consecutive weeks starting with the introduction of the '61 line. A number of other auto manufacturers have also expressed considerable interest in this approach.

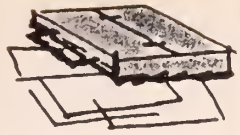


THE NEW YORK PHILHARMONIC

Possibly there is no program anywhere on the air about which the audience feels more deeply than this one. The Philharmonic, under Leonard Bernstein, is in its 31st consecutive year on CBS Radio. The 31st year in which listeners hear what many believe to be the world's greatest orchestra. In all radio the New York Philharmonic is the kind of company you keep . . .

ONLY ON CBS RADIO

report from representatives



Station Questionaire Gets Results in Gathering Data

With every medium exerting a maximum effort to get its maximum share of the advertising dollar, the need for greater and more detailed data about media has increased. This is certainly true of radio stations. In order to fulfill this need, many representative organizations have been acting as central clearing houses for information about the stations they represent. An example of this activity is the detailed questionnaire which Radio TV Representatives, Inc., New York, has requested its stations to fill out.

"The questions we included were those that are most frequently asked of our salesmen by time buyers and other agency people," explains Peggy Stone, president of the firm. "We have found that in addition to market research and surveys, time buyers are also looking for such basic information as the exact sign-on and sign-off times of various stations.

"The information gathered from the questionnaire serves a dual purpose," she explains. "In addition to making readily available to agencies the information they need for scheduling campaigns, we are also able to inform the stations of new ideas used by broadcasters in other markets."

Questionnaires are sent to the stations at frequent intervals to keep the data as fresh and up-to-date as possible. Questions cover programming, station operation and market statistics.

'Shift Time' Radio

With station schedules already loaded down with sponsors during "driving" times, and more advertisers clamoring for announcements in the same periods, Edward C. Petry & Co. has come up with a presentation that asks—and answers—"What about the other 18 hours of the day?"

While not disclaiming the importance of "drive" time higher sets in use, Petry's "Shift Time Radio" study points out that millions of Americans, notably blue-collar men, are going to and from work during all hours of the day.

The company made a study of the working shifts in 24 cities. The presentation cites Nielsen figures that show automobile listening represents a higher share of the total audience at night and in some midday periods than during the so-called "drive" times.

The company made a study of the various work-day shifts in 24 cities. Following are some results of the research.

"Detroit—World leader in the manufacture of automobiles and parts, Detroit also holds leadership in the making of scores of other products. Well over one million persons are engaged in non-agriculture employment.

"Actually, less than two-thirds of the industrial workers travel to or from work during the traditional 'drive' hours. Some 27.7 percent begin work from 3-3:30 p.m., another 10.8 percent start from 11 p.m. to midnight. At the same time, the 27.7 percent are coming off the job.

"Houston—The biggest 'shift' of the day among industrial workers occurs between the single hour from 2:30 to 3:30 p.m. At this time, 30 percent are coming on the job, 60 percent are going off. Another big 'shift' takes place from 10:30 p.m. to 11:30 p.m., when 10 percent start work and 30 percent end.

"Little Rock—Some 25 percent of all industrial workers are 'shifting' at midnight, 15 percent coming off the job, while 70 percent are going on. The remaining 75 percent of workers on the daytime 'shift' start leaving for home at 3:30 p.m."

Figures were compiled by Petry's marketing department from information supplied by radio stations. In most cases, the local chamber of commerce is original source. • • •



Garry Moore

Moore fun. That's just what happens every Monday-through-Friday when Garry and Durward Kirby blend their special brand of informality and wit. Millions of listeners find Garry Moore immediately and immensely likable. No wonder sponsors find any friend of Garry's is a friend of theirs! In all radio Garry Moore is the kind of company you keep

Only on CBS Radio

WITHIN A STONE'S THROW
OF COMMUNICATIONS ROW!

One of New York's most desirable locations

MADISON AVENUE
AT 52nd STREET



A Bigger and Better

Berkshire
HOTEL

Just steps from anywhere . . . now with 500 individually decorated rooms and suites — and completely air conditioned.



The magnificent new

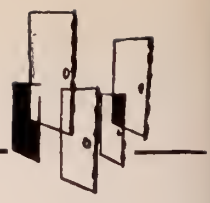
BARBERRY
17 E. 52 St.

Your rendezvous for dining deliberately and well . . . open every day of the week for luncheon, cocktails, dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138

KNOTT HOTELS

report from agencies



New AAAA Report on Spot Radio Outlines Path to Growth, Harmony

Taking a long look at the relations between radio stations and advertising agencies, the American Association of Advertising Agencies has come up with some suggestions it thinks may improve national spot buying procedures.

Radio, sometimes criticized by agencies for its lack of standardization with respect to media buying, is given some pointers in the AAAA's new booklet, "Suggestions for the Advancement of National Spot Radio." The booklet states its objective to "increase the volume of radio advertising by making it more productive and easier to handle."

"Advertising agencies work in operating patterns partly created by agencies, partly by media," the booklet says. "Any gain in operating efficiency helps to foster the conditions under which national advertising grows. The better broadcasters and agencies can understand each other's operating needs, the more smoothly and efficiently they can work together."

Covering such areas of station-to-agency information as market data, coverage, audience data, research and rate cards, the booklet suggests improvements stations can make individually and collectively.

The AAAA urges that:

• The industry develop standardized coverage measurements needed for the most effective station selection under today's marketing conditions.

• Market information on the station's service area should be made available in standardized format. The data should be supplied to any reputable enterprise that compiles market data for the guidance of agencies and advertisers.

• The industry should work toward and adopt industry-approved audience reporting services covering all stations in the market on a comparable basis.

• Any coverage or audience research should rely on impartial, objective methods. Results should be accredited in a way that makes them acceptable to agencies and advertisers.

Referring to the standard form of rate card issued by the AAAA in May, the booklet asks radio stations to adopt the form, citing these reasons: 1) similar standard forms are used by other media, and agencies are familiar with the arrangement scheme; 2) standard size cards are easily handled and filed; 3) use of the standard form assures that all information needed by a timebuyer will be provided; 4) the rate card is the buyer's authoritative source for rate and other information.

Calling for a central reporting service for station commercial schedules, the AAAA explains that it could be developed as either a private enterprise or an industry-wide project.

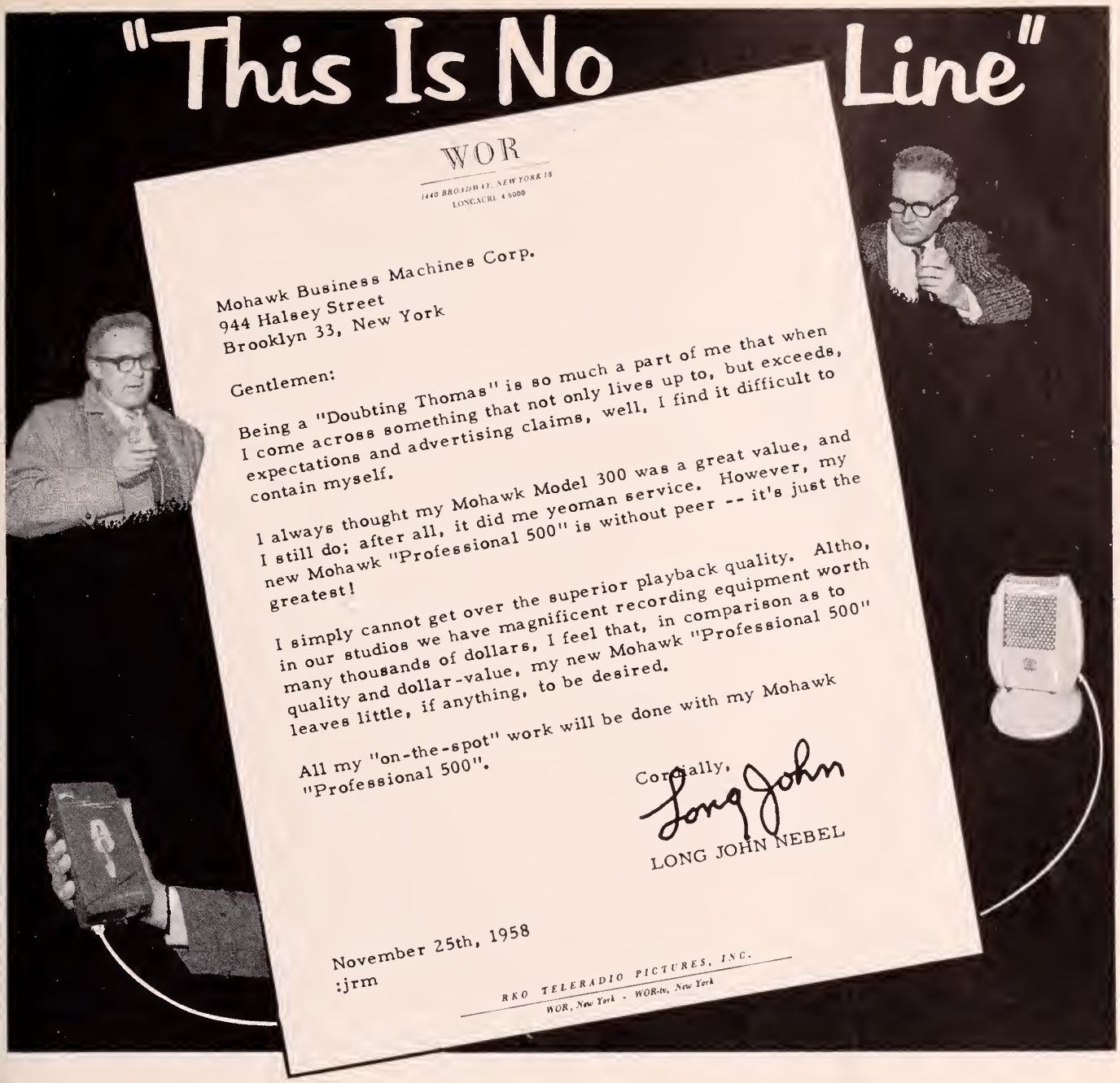
A service of this kind would, it is pointed out, facilitate requests of individual agencies of each station for a record of commercial schedules. The schedules report product classification and advertiser, and serve as guides to the degree competitive products are promoted.

Because agencies feel that the effectiveness of commercials is limited by multiple spotting, the AAAA booklet urges stations to limit announcements, regardless of length, to a certain number within each program. It further asks that stations state their policy on multiple spotting in rate cards and listings.

The booklet also explores improvement of station and agency billing procedures, and explains in detail the value of offering a cash discount to advertisers.

The booklet was prepared by the committee on broadcast media, and is being distributed to broadcasters and station representatives. • • •

"This Is No Line"



FEATURES

- **Exclusive VU METER for distortion control**
- **TAPE SPEED: 3¾" per second**
- **WOW & FLUTTER: 0.3%**
- **FREQUENCY RESPONSE: 50-10,000; ± 3 db range 100-8000**
- **OUTPUTS: 2-One 10mw at 2,000 ohms; Two Zero VU at 600 ohms**
- **Requires NO ELECTRICITY**
- **Operates on a SINGLE battery**
- **Completely TRANSISTORIZED**
- **Weighs ONLY 3 lbs.**
- **All recordings can be MONITORED**
- **Optional accessories for every conceivable use**

MOHAWK midgetape PROFESSIONAL 500

World's First Broadcast Quality Pocket Tape Recorder

A Palm-size Engineering Masterpiece that instantly captures and records any conversation, music or other sound and plays it right back in rich, professional Hi-Fidelity quality for radio broadcasting — TV — and many other business and personal uses.

HEARING IS BELIEVING

For literature and a Free Demonstration in your office, write Dept. USR

mohawk
business machines corporation
944 halsey st., brooklyn 33, new york
telephone glenmore 5-9570



Businesses that want star billing in Metropolitan New York advertise on WPAT . . . Metropolitan New York's leading good music station. We can't quite promise that all the world will be your stage, but 31 counties throughout New York, New Jersey, Pennsylvania and Connecticut will be and that's a potential audience of more than 17,000,000 people in more than 5,000,000 radio homes. Two-a-day or eight-a-day, commercials get results on WPAT. That's why amusement and entertainment advertising alone has increased 191% in three short years on our station and that's only one, count it, one, of many advertising categories that has shown record breaking gains. We say *that's* show business! Advertisers like these seem to agree: *Allied Artists, Buena Vista, Columbia Pictures, David Merrick Productions, Freedomland, Loew's Theatres, MGM, The Museum of Modern Art, The New York City Ballet, Paramount Pictures, Radio City Music Hall, Twentieth Century Fox and United Artists.* They are only a few of the many who, in the past three years, have advertised on WPAT . . . the station with the drama of success.

WPAT
&
WPAT-FM

report on FM

Fm Appeals to Switzerland Cheese Association to Build Image, Sales

For complete details see the October issue of U. S. FM

As national advertisers take a longer and more serious look at fm, many are finding the medium just the vehicle they have been seeking for their products.

One such advertiser is the Switzerland Cheese Association, which has been using fm since last April. At that time, the association bought a trial run on one station for four weeks. The schedule later expanded to 13 weeks. At present, the contract calls for a year's sponsorship of two shows. And the association's advertising agency, Williams & London, Newark, N. J., is contemplating contracts for fm time in five additional markets some time in January.

How did the association happen to choose fm? It all started when John Keeshan, a salesman for WRFM New York, talked on the idea of using the medium to Heinz Hofer, manager of the Switzerland Cheese Association in New York.

"We weren't really interested in fm," Mr. Hofer frankly recalls, "but we were interested in reaching people whom we felt had an appreciation for the kind of story we wanted to tell. We don't like hard sell. We want to talk to people about Switzerland, its history and geography and its many fine industries, especially the cheese business.

"Following the initial trial, we considered the program to be successful. People were interested in what we had to say; they liked it and were talking about it."

An hour-long program called the *Hi-Fi Showcase* was the first program by the Swiss group. Heard on Sundays from 1 to p.m., it featured semi-classical music, film scores and show tunes.

Four one-minute commercials and two 30-second messages were broadcast during the program.

After considering the initial results, an attempt was made to incorporate Swiss flavor in the content of the program. This was done to associate the content more directly with the commercials, which dealt with many aspects of Switzerland.

It was decided to use Swiss classical music as well as other classical music performed by Swiss artists. The association then decided to sponsor two programs, and contracted for them to run a year, beginning in August. The Sunday program remains the same, with the exception that it plays Swiss classical music exclusively. But the second program is a Monday-through-Friday show that runs 15 minutes. Light music is played, using Swiss and other classical music performed by Swiss orchestras.

The association's plans for expanding their fm advertising calls for taping these two programs and airing them on fm stations in Washington, Baltimore, Philadelphia, San Francisco and Los Angeles.

Mr. Hofer estimates that about $25,000 will be budgeted for fm to cover this initial trial.

The fm commercials are designed as basically institutional messages. The association brought in Robert Allen of Allen Associates, Inc., New York, public relations and advertising, to do the commercials.

"The association was looking for a soft sell approach, one that would avoid repetition," Mr. Allen explains. Although the main thought of each commercial is tied to the quality of Swiss cheese, other national products such as watches or Swissair service are sometimes mentioned briefly.

"For a product of this type, which retails for twice the price of domestic cheese, fm is ideal," Mr. Allen believes. "We are sure fm will become a regular part of the Switzerland Cheese Association's advertising program." • • •

2. Reach and Frequency (Cont'd from p. 49)

WEEKEND VERSUS DRIVING TIMES

The following results are extracted from the PGW-Nielsen study. The weekly cost in all cases is based on the 13-week rate for minutes. The numbers in parenthesis are the reach and frequency for four weeks. Driving times are 6 to 9 a.m. and 3 to 6 p.m., Mon.-Fri. Weekend is defined as 9 a.m. to 6 p.m., Sat. and Sun.

5 Markets—1 through 5

Driving Times	Wkly. Reach & Frequency		Audience Comp. M%	F%
37 Spots	28.9%	2.5	26	52
Weekly Cost $13,900	(52-55%)	(5.5)		
Weekend				
45 Spots	28.3%	3.0	33	44
Weekly Cost $10,300	(51-54%)	(6.8)		

8 Markets—13 through 20

Driving Times	Wkly. Reach & Frequency		Audience Comp. M%	F%
19 Spots	27.3%	2.1	26	55
Weekly Cost $5,980	(49-52%)	(4.6)		
Weekend				
21 Spots	24.4%	2.4	26	43
Weekly Cost $4,630	(43-46%)	(5.4)		

7 Markets—6 through 12

Driving Times	Wkly. Reach & Frequency		Audience Comp. M%	F%
29 Spots	28.5%	2.2	24	57
Weekly Cost $6,400	(51-54%)	(5)		
Weekend				
36 Spots	30.1%	2.8	32	46
Weekly Cost $4,750	(54-57%)	(6.2)		

80 Markets—21 through 100

Driving Times	Wkly. Reach & Frequency		Audience Comp. M%	F%
21 Spots	25.3%	1.7	21	48
Weekly Cost $24,000	(45-48%)	(6.8)		
Weekend				
19 Spots	24.6%	2.1	25	46
Weekly Cost $18,000	(44-47%)	(4.7)		

3. Local Broker (Cont'd from p. 27)

keep the sales of the product in which he is interested moving off the shelves.

"Here are some of the tactics which I think some stations' commercial managers should pursue:

1. "Prepare a complete list of national advertisers with products distributed in the market.
2. "List the names of the nearest local contact. It might be a broker, district sales manager, manager of a branch plant, manufacturer's salesman who travels the area. If not located in the home city, he may be located nearby. List his address. If there is no one in the above categories available, list the wholesaler.
3. "Each individual on the list should be seen, preferably in his office, at least four times a year—some more frequently. Naturally, you will see many of these individuals at social and business gatherings, but to call on them in their offices in addition indicates that you are there on business and that type of contact is a great deal more important.
4. "Each month everyone on the list should receive something from your station. The material will attempt to impress the man with the power and the influence of the station and its ability to get action. A wide range of items can be used. Local sales stories, details of news scoops, devotion of the station working in a public emergency, on-air contributions to the success of the Red Feather Drive, etc.
5. "Personal calls will often be more or less neighborly and casual, but the discussion should center around radio in general and your station in particular. On most calls, there should be no direct effort to ask for recommendations; you will be telling him what the station has done—for him and for others. But on each call, you'll have something definite to say and preferably material to leave. The material left might be a report on merchandising or of something that has been done for the man you're visiting. On other calls, you might talk about something the station has done for competitive products or totally unrelated products. But you'll be talking radio—your radio station, about the station's interest in selling goods and all the effort expended in making radio campaigns really successful.

"Now it is my contention that with this type of planned and continuous effort a radio station will (1) develop more national radio business for its market and (2) be able to acquire a larger piece of the national spot radio budget coming into its market." • • •

3 LOCAL RADIO STATIONS IN 1

That's what you get when you buy time on

BIG 5,000-WATT

WFHR

WISCONSIN RAPIDS

with full time studios in

MARSHFIELD AND STEVENS POINT

BIG Coverage at Lowest Cost-Per-Thousand . . . 20 Years of Local Radio Service

WFHR

WISCONSIN RAPIDS, WISC.

Phone HA-3-7200

Represented by Devney, Inc.

Cuisine Exquise . . . Dans

Une Atmosphère Élégante

RESTAURANT VOISIN

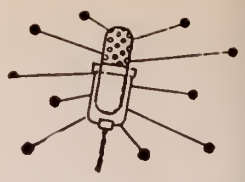
575 Park Avenue at 63rd St.

NEW YORK

Lunch and Dinner Reservations

Michel : TEmpleton 8-6490

report from networks



► ABC:

Over 80 percent clearance by ABC affiliates was reported by the network for its new segmented-feature program *Flair*, which went on the air October 3. Among some of the personalities for the program, announced when the show went on, are: Jonathan Winters, Orson Bean, Johnny Desmond, Theodore Bikel, Martha Rountree, Peggy Cass, Phyllis Kirk, Audrey Meadows, Arthur Treacher, Arlene Francis and Hermione Gingold. Oliver J. Dragon (of Kukla, Fran & Ollie fame) was signed to give household hints to listeners.

Some affiliates, says ABC, are producing their own local *Flair* to complement the network feature.

New business at ABC lists: The Mennen Co. sponsoring Howard Cosell's *Speaking of Sports,* for 65 weeks; Curtis Circulation Co., Vitamin Corporation of America and Lyon Van and Storage buying news; General Foods Corp. signing for Don McNeill's *Breakfast Club.*

New ABC affiliates are: KRAM Las Vegas, KFMJ Tulsa; KWBA Houston, WWHG Hornell.

► CBS:

Station management representatives approved the network's proposals for modifying Program Consolidation Plan at the annual affiliates' meeting late last month.

Arthur Hull Hayes, president of CBS Radio, outlined the changes in PCP before the Seventh Annual Convention of the CBS Radio Affiliates Association.

A question and answer session between station representatives and network officials marked the second day of the two-day affair. Dr. Frank Stanton, CBS president, addressed the group during the luncheon following the discussion period. Following Dr. Stanton's talk, Gold Mike Awards were presented to affiliates who have completed 30 years of continuous association with the network.

Church of the Air, CBS religious radio program, this fall marks its 30th year of continuous broadcasts on the network.

► NBC:

Affiliates of NBC recently reaffirmed their enthusiasm for the network's present program concept, on the air since last January.

Meeting in New York, the NBC Radio Affiliates Executive Committee issued a statement endorsing the program format as a "workable formula for the stations, the network and the advertisers."

On the news front, NBC is covering the presidential campaigns with *Election Countdown,* weekly news feature giving in-depth coverage in five geographical areas. NBC newsmen estimate public reaction to campaign moves, indicating probable shifts in the relative strength of the candidates. Programs coming up will examine the campaign progress in the Southwest and Pacific Coast regions. Already heard from: the Northeast, South and Midwest.

► MBS:

Mutual has eliminated its last remaining option time clause in its contracts with affiliated stations, MBS President Robert F. Hurleigh announced recently.

The clause called for six-and-one-half hours of option time on Sundays, which, Mr. Hurleigh pointed out, simplified the scheduling of national religious programs. It was the last remaining vestige of option time on Mutual since the network converted to a time-for-time-for-services basis of operations in 1957. • • •

"JUSTICE SHINES

BY HER OWN LIGHT"—Cicero. But amplification of her aims helps, too. That's why Philadelphia's WRCV presented the series, "Law in Action." "For contributing to the public understanding of justice..." WRCV received the American Bar Association's 1960 Gavel Award, thus becoming one of two radio stations in the United States ever to have been so honored. "Law in Action" is only one of WRCV's distinguished community affairs programs. It is representative of the quality programming for adult audiences which continues to be the prime objective of this station.



WRCV

NBC Owned • 1060 in Philadelphia



ONE FREE BEER

. . . When you find you can't get a better buy than WISN in Milwaukee. This offer expires February 30, 1970 — so hurry! Note: it is not necessary to pick up your beer in Milwaukee; your Petry man will gladly oblige.

WISN MILWAUKEE
5,000 BIG WATTS
NONE BIGGER!

James T. Butler, Station Manager

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- **COLUMBIA**
- **JEFFERSON CITY**
- **MEXICO**
- **FULTON**

Today's News Right Now! . . . Direct line to Washington, New York, and Foreign Capitals six times daily. Rapid Reporting of Missouri and Regional News thru KFAL News Bureau, roving reporters & stringers, backlogged by reliable United Press International. Mid-Missouri *depends* on KFAL RADIO NEWS. Your *finest choice* for Sponsorship and limited adjacencies.

Represented by John E. Pearson Co.

KFAL RADIO MIDWAY 2-3342
Fulton, Missouri
900 Kilocycles 1000 Watts

report from Canada

CBC Moves North with Radio; May Soon Reach All in Canada

Two recent moves by the Canadian Broadcasting Corporation have expanded radio service in the Canadian North. The actions bring closer to fulfillment the efforts of broadcasters to reach all of Canada's 17 million people.

In the first of these moves, the CBC announced an expansion of its shortwave radio service to residents of the Northern Territories.

The second development is that CHAK Inuvik, whose studios were recently completed and whose transmitter is now being installed by the CBC, is expected to be on the air by next month. The 1,000 watt station, located at the mouth of the MacKenzie River, is the first to be operated by the CBC inside the Arctic Circle.

Roughly 35,000 people live in the areas served by the corporation's northern stations, according to CBC President Alphonse Ouimet. Another 35,000 live in scattered settlements throughout the north, and are still beyond the range of Canadian radio. Shortwave is the only means by which the CBC can reach these listeners.

Through expansion of the shortwave service, residents of northern Canada can now receive seven hours of broadcasts daily. The broadcasts are beamed northward through CBC's international service at Sackville, N. B.

Although much of the programming relayed is taped from CBC shows, daily sports, news and weather reports are specially prepared for the shortwave broadcasts.

The programs originate from CBC's trans-Canada Network, and tapes are played at staggered intervals to accommodate Canada's six time zones. In this way, radio programs reach listeners across the entire north for most of the evening hours.

A second new shortwave service reaches listeners in northern Quebec, Labrador and Baffin Island. The broadcast is a 45-minute bilingual transmission of news, commentary and sports. These listeners can also receive the other six hours of broadcasts.

Arctic Station

The CBC's northern service was established in 1958 to provide coverage for the last major region of Canada without radio service.

CHAK will be the eighth standard band radio station in this service when it goes on the air next month.

According to the CBC, CHAK sets a number of "firsts" in Canadian broadcasting. Among them:

It is the northernmost broadcasting station in North America.

It marks the first time that the CBC has operated inside the Arctic Circle.

It is the first Canadian radio station to broadcast regularly in the Eskimo language.

The new station will have a staff consisting of manager, technician, secretary and four announcers. Although the manager and technician will be veteran employees of CBC, the remaining staff will be recruited locally. At least one announcer will be an Eskimo.

CHAK will be on the air 170 hours a week. • • •



The top market-media men of MacManus, John & Adams, Michigan agency, winnowing out the best media to support their market coverage plan in an account solicitation. John B. Caldwell, Director of Marketing; Charles N. Campbell, Media Director (Consumer Products); Robert L. Garrison, Vice President and Account Supervisor (Consumer Products); David Raymond, Director of Merchandising; Vincent C. Skelton, Director of Research; Robert E. Britton, Vice President and Executive Director of Marketing, Media, Research, Merchandising.

the best kept media secret

—the media plan in an agency's account solicitation!

"Mum"'s the word in new account media planning.

No word leaks out.

No selling leaks in.

As you might suspect, SRDS comes into play every inch of the way as the varied opinions and impressions of the agency's decision makers are resolved.

Grateful is the word for agency people's reactions when they find good, complete reviews of a medium's values in Service-Ads that supplement basic information in Standard Rate listing and market data sections.

Your representatives, your general promotion, all your *selling actions* (and your competitors') have implanted a variety of concepts in the minds of the agency men.

But that's all in the past. The time is now. Time for *buying actions*.



With competent, strategically positioned Service-Ads in SRDS

you are there *selling by helping people buy*

SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

C. Laury Botthof, *President and Publisher*

5201 OLD ORCHARD ROAD, SKOKIE, ILL., YORKTOWN 6-8500
SALES OFFICES—SKOKIE, NEW YORK, LOS ANGELES, ATLANTA



A SILVER SPOON IS NOT ENOUGH

She may be born with "advantages" and raised with love—but there still can be plenty lacking. That is, if the school she goes to isn't good enough. Crowded classrooms, unqualified teachers, outdated equipment, inadequate curriculum—any one of these can shortchange your child's education and her future. Look into the quality of the schools she'll attend—work through your local committees or your School Board for their improvement. Doesn't she deserve the best?



FREE BOOKLET! Measure the *quality* of education offered in your child's school. Find out how it compares with the best in the country...how you can make it better. For your copy—and free guidance on many school problems—write: **Better Schools, 9 East 40th Street, New York 16, New York.**

radio research

Pulse Survey Studies Country-Western Music Families

Fans of country-western music, in relation to their listening and buying habits as a part of the radio audience, are the subjects of a recent survey by The Pulse Inc. for the Charles Bernard Co., radio-tv representatives.

The report shows that 18.2 percent of the families interviewed listened to country-western music in preference to other music.

In an effort to study these listeners, Pulse interviewed 11,000 families in the following markets: Atlanta, Augusta (Ga.), Baltimore, Charlotte (N. C.), Denver, Dallas-Fort Worth, Houston, Kansas City (Mo.), Los Angeles, Memphis, Miami, Nashville, Orlando (Fla.), Phoenix, San Bernardino (Calif.), Salt Lake City, Tucson and Utica-Rome-Remsen, N. Y.

From the total homes interviewed, the Pulse report reflects the tastes and preferences of 2,000 families that qualified as country-western music homes.

To determine a country-western music listening home, the interviewer used a questionnaire listing 12 types of music—from show tunes to hymns. The listener was asked to select the types he listened to most.

The same technique was followed in asking the listener his preference of singers, showing a list of 14.

In the list of music programs, the report indicates that five were significant in defining a country-western household. They are country music, gospel music, western music, folk music and hymns.

In the list of singers, seven were considered significant: Jim Reeves, Red Foley, Eddie Arnold, Tennessee Ernie Ford, Gene Autry, Jimmie Rodgers and Roy Rogers.

The report shows that 2,000, or 18.2 percent of families interviewed, indicated a preference for at least three of the above program types and three of the singers. Of this group, only 33.8 percent indicated a preference for three each of the non-country-western programs and singers. The report draws the conclusion that the country-western home possesses a uniqueness in this respect and does not listen readily and frequently to other types of music.

The report shows a number of markets where the penetration figures for country-western homes are rather high. Among them: Augusta (Ga.), 30.7 percent; Charlotte (N. C.), 21.3 percent; Denver (Colo.), 22 percent; Memphis, 20 percent, and Nashville, 55.3 percent.

When asked their total family income per year, 34.2 percent of the families reported figures between $5,000 and $7,499.

Favored Brands

In a brands preference study, Pulse discovered that 65.4 percent of the families reported that members of their families smoked tobacco. The number smoking non-filter cigarettes is tabulated at 932—filters, 1,015. Among non-filter smokers, 23.3 percent reported a preference for Pall Mall, followed by Camel, 22.6 percent, Lucky Strike, 12.3 percent, and Chesterfield, 9.4 percent. Most popular of the filter cigarettes, the report says, is Winston with a 44 percent lead. The second brand is Salem, chosen by 13.6 percent, and third is L&M, 8.8 percent.

Although the report gives a figure of 27 percent for families that serve beer or ale in their homes, it is pointed out that a large proportion of the group drank these beverages outside the home.

When asked what brand of beer or ale was served last, 15.4 percent replied Schlitz, 9.6 percent Budweiser and 9.3 percent Coors.

Homes serving regular coffee number 71 percent, with the brand leader Maxwell House, 30.2 percent, followed by Folger's, 16.0 percent.

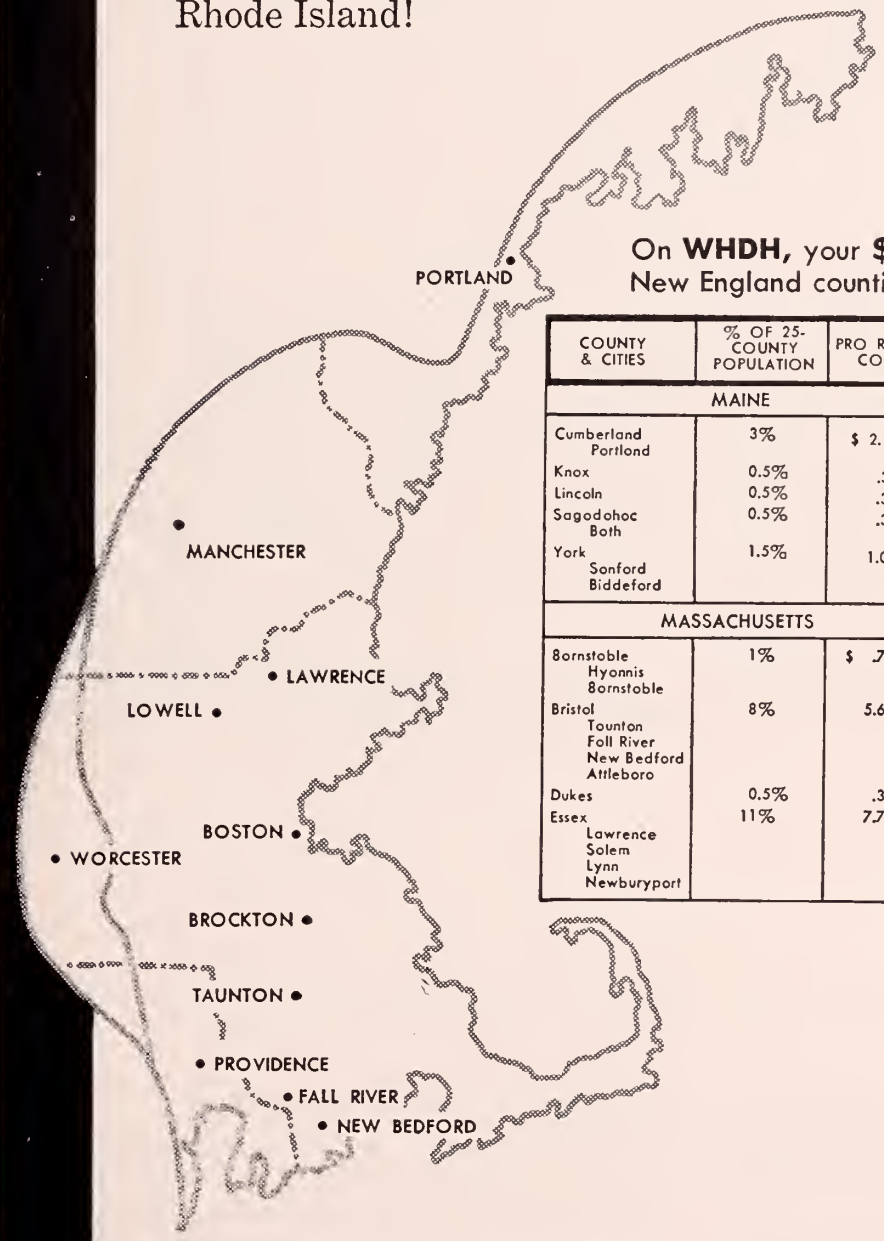
Maxwell House is first choice for instant coffee drinkers, also. Of the 55 percent reporting use of instant, 45.5 percent preferred Maxwell House, 9.9 picked Folger's and 8.7 percent used Instant Sanka. • • •

When you buy **50,000 Watt WHDH,** *you get* **BOSTON** *plus* **25 Key New England Counties!**

Weekly WHDH Penetration of 25-County New England Area*						
STATION PENETRATION	MAINE 5 MAINE COUNTIES	N.H. 5 N.H. COUNTIES	R.I. 5 R.I. COUNTIES	MASS. 5 OTHER MASS. COUNTIES	BOSTON 5 BOSTON METRO COUNTIES	TOTAL 25 COUNTIES
PERCENT WHDH	63.3%	67.2%	49.6%	70.2%	76.4%	70.3%
FAMILIES	55,500	68,600	114,300	120,100	709,800	1,068,300

*Latest area Pulse

WHDH reaches **80%** of the population that accounts for **81%** of **ALL RETAIL SALES** in Maine, New Hampshire, Massachusetts and Rhode Island!



Serving 1,520,300 Radio Homes

On **WHDH,** your **$70.00** spot buys all **25** key New England counties, at these pro rated costs:

COUNTY & CITIES	% OF 25-COUNTY POPULATION	PRO RATED COST
MAINE		
Cumberland Portland	3%	$ 2.10
Knox	0.5%	.35
Lincoln	0.5%	.35
Sagodohoc Both	0.5%	.35
York Sanford Biddeford	1.5%	1.05
MASSACHUSETTS		
Barnstable Hyannis Barnstable	1%	$ .70
Bristol Taunton Fall River New Bedford Attleboro	8%	5.60
Dukes	0.5%	.35
Essex Lawrence Salem Lynn Newburyport	11%	7.70

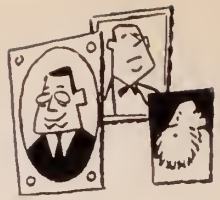
COUNTY & CITIES	% OF 25-COUNTY POPULATION	PRO RATED COST
MASSACHUSETTS (Cont.)		
Middlesex Lowell Newton Everett Malden Waltham	21%	$14.70
Nantucket	0.5%	.35
Norfolk Brookline Dedham Quincy	9%	6.30
Plymouth Brockton	4%	2.80
Suffolk Boston Chelsea Revere	15.5%	10.85
Worcester Worcester	2%	1.40
NEW HAMPSHIRE		
Belknap	0.5%	$ .35
Hillsboro Noshua Milford Manchester	3%	2.10
Merrimack Concord	1%	.70
Rockingham Exeter	1.5%	1.05
Strofford Dover Portsmouth	1%	.70
RHODE ISLAND		
Bristol	0.5%	$ .35
Kent Warwick	1.5%	1.05
Newport Newport	1%	.70
Providence Providence Woonsocket Powtucket	11%	7.70
Washington	0.5%	.35
Total	100%	$70.00

Buy WHDH

50,000 watts
850 on the dial

Represented Nationally by John Blair & Company

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

Howard Kramer, Richard H. Hurley, Harold V. Rover, formerly account supervisors, and **Bertram F. Mulligan,** asst. dir., radio and tv program department, appointed vice presidents at Compton Advertising Inc., New York; **Graham Hay** promoted to head timebuyer.

Mrs. Elizabeth Harris, former supervisor in NBC audience measurement dept., to Kenyon & Eckhardt Inc., New York, as senior analyst, media department.

Robert G. Stakes moves to McCutcheon and Patton, Phoenix, Ariz., as account exec., from radio-tv department at H. E. Westmoreland Co., Duluth, Minn.

Beryl Seidenberg, chief timebuyer at Kastor, Hilton, Chesley, Clifford & Atherton, Inc., New York, elected vice president.

STATIONS

Anton J. Moe, former v.p. and gen. mgr., KSO Des Moines, named exec. v.p., WKOW Madison, Wisc.

Frank McGivern, account executive at WLOL Minneapolis, becomes gen. mgr., KSO Des Moines.

Adam Waran, formerly with WITI Milwaukee, becomes sales manager, KDES Palm Springs, Calif.

Dick Morrison appointed gen. mgr. of KICN Denver, after serving as sales mgr., Commercial Recording Corp., Dallas.

Robert H. Poller, formerly sales and station promoter, WROV Roanoke, appointed to sales staff, WALT Tampa, Fla.

Edward Smith, previously manager of Adam Young Inc., Detroit, appointed gen. sales mgr., KQV Pittsburgh.

Edwin Moss Williams, formerly v.p. of United Press who recently established the first Freedom of Information Center at the University of Missouri, Columbus, Mo., appointed v.p. in charge of station operations, Century Broadcasting Co., Johnstown, Pa.

Tom Gonterman, account exec. with Batz-Hodgson-Neuwoehner Inc., Kansas City, Mo., named gen. mgr., KBKC Kansas City.

Bob Kivelson moves to WCBS sales promotion staff from Ehrlich, Neuwirth & Sobo Inc., New York.

William E. Nichols, formerly gen. mgr., KFRC San Francisco, appointed gen. mgr., KYA San Francisco.

John Heetland, sales manager, KFDA Amarillo, Tex., becomes gen. mgr., KIXZ Amarillo.

Bill Allred, sales mgr., KAKC Tulsa, promoted to station manager.

John Wernsdorfer, Jr., formerly manager of Yorkshire Carpet House, Baltimore, named head of new merchandising dept. at WEBB Baltimore.

David L. Lambert moves from the sales staff of Katz Agency Inc., New York, to KVOR Colorado Springs, Colo., as gen. mgr.

James G. Wells joins Leland Bisbee Broadcasting Co., Phoenix, Ariz., as national advertising sales director. He was with The Rumrill Co., Rochester, N. Y., as v.p. and dir.

Donald M. Hine appointed director of programming and public affairs for Transcontinental Television Corp., New York, after serving as director of special projects, World Tennis, Inc.

Irving Steinbock, account exec. at KEX Portland, Ore., named asst. sales mgr.

Carlos Franco, formerly general sales manager, Crosley Broadcasting Co., named director of national sales, Community Club Awards Inc.

Joseph A. Reid, account executive, CBS Radio, appointed merchandising director, WCBS New York. Also at WCBS, four men join sales staff: **Robert W. Allen** from WEEI Boston, **Jack E. Baker** from Grant Webb & Co., **Richard L. Branigan** from WMGM New York, and **Jerome K. McCauley** from WABC New York.

Robert M. Purcell, president and general manager of KFWB Los Angeles, and director of the broadcast division, Crowell-Collier Publishing Co., elected a vice president.

REPRESENTATIVES

Bob Biernacki, formerly with Radio-TV Representatives Inc., New York, joins AM Radio Sales Co., New York, as account executive.

Arthur J. Miller, Jr., promoted to sales manager of the radio division, The Bolling Co., New York. Norma Walsh promoted to manager of the company's Boston office.

John A. Hicks, previously with the Clarke Brown Co., Atlanta, named account executive at H-R Representatives, Atlanta.

NETWORKS

Gerald A. Vernon joins the sales staff of CBS Radio Network, leaving post as salesman for NBC Television Network.

INDUSTRY-WIDE

Fred Shine appointed assistant director of the radio and tv sales department, Trand Associates Inc., New York.

Joseph Novik, formerly with RCA, appointed manager of broadcasting department, Industrial Transmitters & Antennas Inc., Lansdowne, Pa.


Gonterman


Wernsdorfer


Moe


Biernacki


Nichols


Smith


Allred


Wells

total RADIO



Detroit is speaking its piece—and loving the opportunity—on WWJ's exciting radio public forum. A torrent of phone calls rushes to the studio every evening. Citizens from far and near air their views on myriad timely subjects as the whole town listens. And popular Bob Maxwell handles every one with consummate skill.

Human interest, community service, a salesmaker! That's "Phone-Opinion", another example of Total Radio for the Total Man on WWJ.

Better place your call today—
to your nearest PGW office.

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
OWNED AND OPERATED BY THE DETROIT NEWS

EDITORIAL



. . . radio measures up

AGGRESSIVE SALESMANSHIP

From all indications at this time, the start of the new advertising season is shaping up as one of the most aggressive selling periods in many years. (See *Radio Measures Up*, p. 25.)

Sparkplugging these efforts are new research studies and concentrated selling drives.

There are at least two recent research studies on radio that deserve special comment.

The first is the comparison of the adult daytime audience of radio and tv conducted for Radio Advertising Bureau by The Pulse Inc. It confirms a trend that was evident in winter 1958, the last time Pulse conducted a similar study.

ADULT CONCLUSION

The 27-market study shows, according to RAB, that radio has further increased its substantial edge over tv in adults reached by an additional 6.5 percent in the average hour between 6 a.m. and 6 p.m.

The RAB-Pulse study asserts that in such hours as 4 to 5 p.m., radio has an adult dominance of 7,691,100 to 4,575,180 for tv in those major national markets where tv competition is keenest.

A second study released last month is one conducted by A. C. Nielsen Co. for Peters, Griffin, Woodward Inc. It shows in unmistakable numerical language the reach and efficiency of national spot radio.

The study covered the top 100 markets with sample schedules to determine unduplicated reach. Conservative ground rules were established to reveal the minimal expectations of a radio schedule. The vast out-of-home radio audience was not counted, there was no rotation of spots and only average ratings were used.

According to the PGW-Nielsen project, an expenditure of $15,350 weekly in five markets, for example, will reach 33.4 percent of the homes in one week, with messages heard 2.4 times in each home. If this schedule were run for four weeks, it would reach 50 to 57 percent of unduplicated homes, with the messages heard 6.4 times each home.

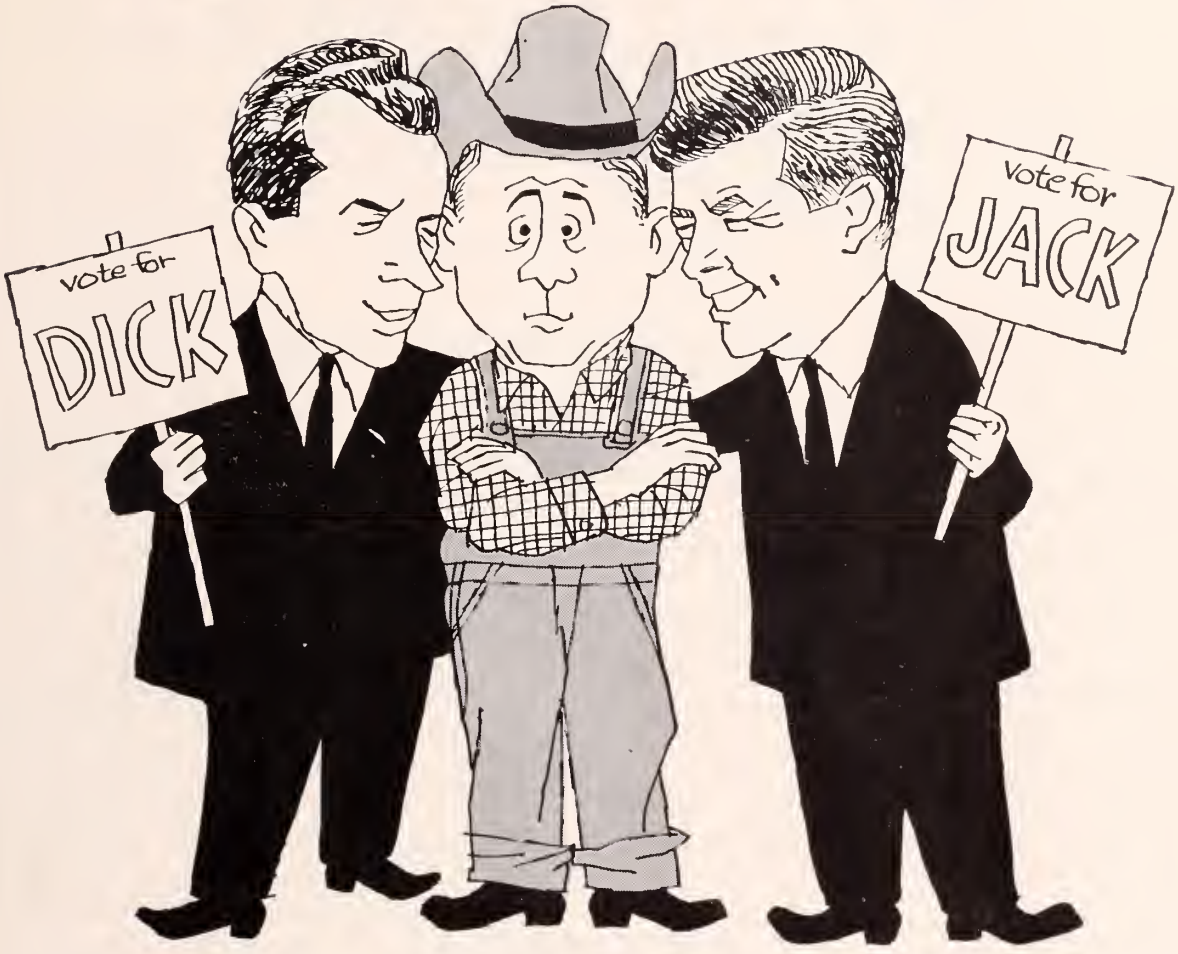
Agencies have asked radio for research to help them in their planning and buying decisions. Radio is responding with important, necesasry and costly research studies. What Pulse and Nielsen have demonstrated above is the penetration, efficiency and, in some cases, the superiority of radio. We expect that agencies will not take these studies lightly, but will use them to compare the effectiveness of radio with that of other media for upcoming campaigns.

START OF THE FOURTH YEAR

With this issue, U. S. RADIO begins its fourth year of publishing. The past three years have been filled with growth for the radio industry as well as for the magazine. When U. S. RADIO started in October 1957, there were 3,113 am and 532 fm stations on the air. Today, there are 3,502 am and 752 fm stations operating. And most of these are doing well financially, according to official figures.

As U. S. RADIO celebrates its third anniversary, it looks ahead confidently to even greater growth and influence for the radio broadcast industry.

election tip!



With the farm issue up for grabs in the coming election, and with both the Democrats and the Republicans going all out for the all-important farm vote, millions of listeners all over Hometown and Rural America will be tuned in with new intensity to Keystone stations.

Never before has this vast radio audience been such a prime market for Keystone advertisers . . . and never before has this audience had such a powerful purchasing potential.

And here's your tip: No matter who wins the *election—you* can win in Keystone markets. Call Keystone right now and jump on the band-wagon! This is THE TIME to sell YOUR campaign to all or part of Hometown and Rural America. They'll be listening!

CHICAGO
111 W. Washington St.
STate 2-8900

NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blv
DUnkirk 3-2910

DETROIT
612 Penobscot Building
WO 2-4595

SAN FRANCISCO
57 Post St.
SUtter 1-7440

N E W S

KBS Keystone
BROADCASTING SYSTEM, INC.
THE VOICE OF HOMETOWN AND RURAL AMERICA



In LOUISVILLE the Big Change was - and still is - to

WKLO family radio

check and double check your July - August Nielsen — Monday - Friday per broadcast quarter-hours reveal

6 to 9 a.m.	WKLO First
9 to 12 noon	WKLO First
12 to 3 p.m.	WKLO First
3 to 6 p.m.	WKLO First
6 to 9 p.m.	WKLO First
9 to 12 midnight	WKLO First

plus wonderful weekends

WKLO offers a perfect audience composition seven days a week for consumer spendable income.

robert e. eastman & co., inc. national representative

AIR TRAILS stations are WEZE, Boston; WKLO, Louisville; WING, Dayton; WCOL, Columbus; and WIZE, Springfield, Ohio.

NATL ASSN OF BRDCSTRS
1771-N-ST N W
WASHINGTON 6 D C
USR 05-19-33-1275-21

...rs and sellers of radio advertising

...RADIO

VOL. 4—NO. 11

NOVEMBER
1960

35 CENTS

...RO RADIO
... Annual Report
...zes Achievements
page 21

...CESS STORIES
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...t Use of Negro Radio
page 31

...IO PRIMES PUMP
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...um Gets Results
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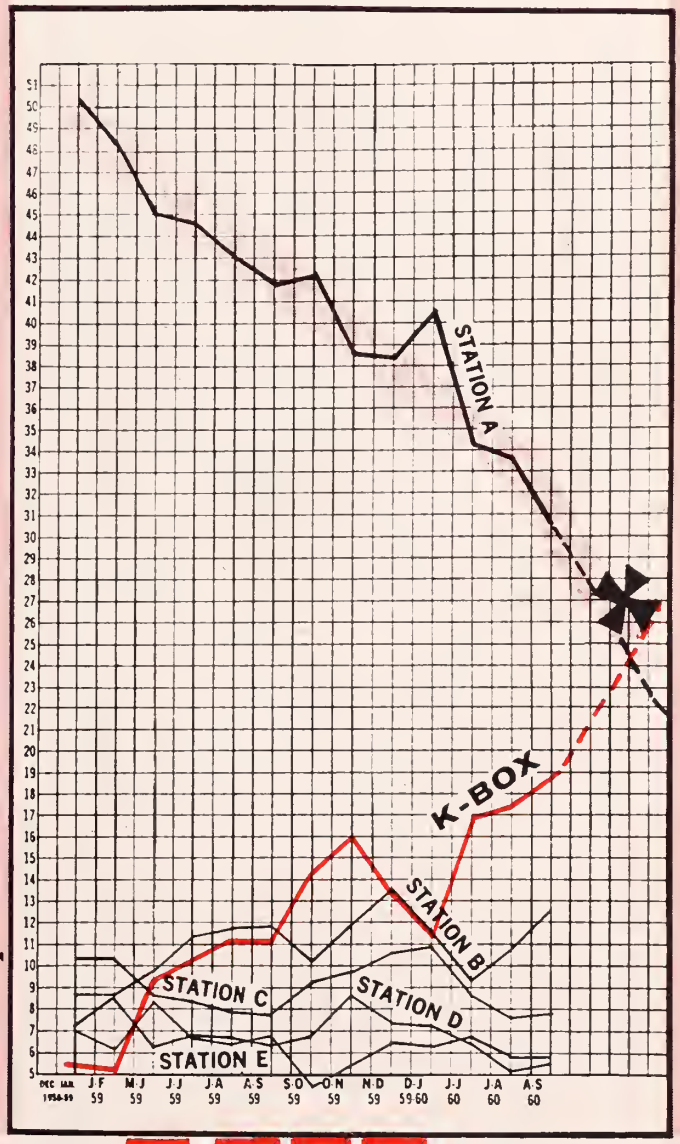
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...s on Rating Needs
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Ray Morris

...Milk Uses Negro-
...al Radio Stations
...ear-Round Basis
page 36

Hooper SHARE AUDIENCE



Hip Hip
Hooper-Ray
Look here
Mr. "K"



There's a summit
Meeting in
Big "D"
happening
any day!

Buy K-BOX ...the Dallas tiger now!

The Balaban Station serving Dallas

Sold Nationally by THE KATZ Agency, Inc.

JOHN F. BOX Jr.
Managing Director
Parker Daggett
General Manager

A Texas Quadrangle Station
K-BOX *Dallas* **KONO** *San Antonio*
K-NUZ *Houston* **KXOL** *Ft. Worth*

——— C. E. HOOPER FIGURES
– – – – – – – BALABAN RESEARCH PROJECTION
7 AM-6 PM Mon.-Fri. (Oct.-Dec.); 7 AM-6 PM Mon.-Sat. (Jan.-Sept.)

WMAQ IS FIRST IN CHICAGO!

...reaching more homes per average quarter-hour each weekday, 6:00 a.m.-6:00 p.m., than any other Chicago station! The WMAQ daytime reach is 13% greater than the second station's and 16% greater than the third station's. In Chicago, the "Sound Of The Sixties" is the favorite sound of adult listeners, delivering a bigger buying audience for more advertisers.

WMAQ • NBC Owned • 670 in Chicago • Sold by NBC Spot Sales

SOURCE: CHI. NSI, AUG.-SEPT., 1960

WKBW

LEADS THE NATION

FIRST



...in Buffalo ***By a 2 to 1 Margin***

...in New York State

...in the United States

The August 1960 Metropolitan Area Pulse shows that WKBW has a larger total share of audience than any other radio station in the top twenty markets in the United States.

WKBW – BUFFALO – 1520

50,000 WATTS • Clear Channel

Represented by

AVERY – KNODEL

This is the spot for a commercial



He's starting the day the perfect way, and getting your message via Radio. Multiply him by millions of listeners at breakfast tables and you'll know why advertisers make Spot Radio such an important part of their plans.

KOB	Albuquerque	WINZ	Miami	WRNL	Richmond
WSB	Atlanta	WISN	Milwaukee	KCRA	Sacramento
WGR	Buffalo	KSTP	Minneapolis-St. Paul	WOAI	San Antonio
WGN	Chicago	WTAR	Norfolk-Newport News	KFMB	San Diego
WFAA	Dallas-Ft. Worth	KFAB	Omaha	KMA	Shenandoah
KPRC	Houston	WIP	Philadelphia	KREM	Spokane
WDAF	Kansas City	KPOJ	Portland	WGTO	Tampa-Orlando
KARK	Little Rock	WJAR	Providence	KVOO	Tulsa

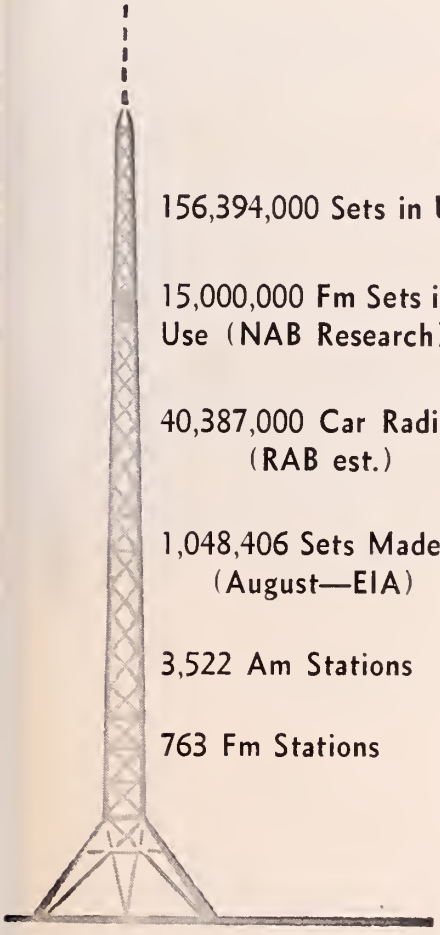
Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Radio's Barometer



156,394,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

40,387,000 Car Radios (RAB est.)

1,048,406 Sets Made (August—EIA)

3,522 Am Stations

763 Fm Stations

Spot: National spot radio time sales for the year 1959, according to figures released by the Federal Communications Commission, amounted to $188.1 million. This represented an increase of 9.4 percent over the previous year. Sales to local advertisers totaled $359.1 million, a rise of 11.1 percent over 1958, the FCC reported. The government agency figures also showed that total revenues for all non-network-owned stations were $499.6 million in 1959, a 9.3 percent rise, and profits were $46.9 million, an 11.9 percent jump over 1918.

Network: Pepsi-Cola, for the fifth consecutive four-week period, ranked as the number one network advertiser in terms of total home broadcasts delivered, according to A. C. Nielsen Co.'s monthly index for the period ending September 4. The firm made use of 588 broadcasts for a total of 186,386,000 home broadcasts delivered. Chevrolet, Midas Inc., Liggett & Myers Tobacco and R. J. Reynolds Tobacco rounded out the top five network advertisers.

Local: Three stations — KCBS San Francisco, WKNB Hartford and WICC Bridgeport, Conn.—report increased billings. KCBS states that total billings for the first nine months of 1960 were up 14.7 percent over the same period last year. This sales figure, according to the station, also represents a 7.7 percent gain over the previous all-time high for the station recorded in 1954. WKNB reports that billings for the month of September were 30 percent higher than the same period in 1958. National spot billings for October exceeded $50,000 at the station for the first time in any one month, according to WICC's general manager Ken Cooper.

Stations: The number of am and fm stations on the air at the end of September totaled 4,285, an increase of 31 (20 am and 11 fm) over the previous month.

	Commercial AM	*Commercial FM*
Stations on air	3,522	763
Under construction	96	217
Applications pending	102	66

Sets: With plant shut-downs for vacations and setting up production of new season models over, total radio production for August rose to 1,048,406, including 340,860 auto receivers, according to the Electronic Industries Association. Total radio production for the first eight months of the year came to 10,463,285, including 3,991,961 auto sets. This represents an increase of over one million units produced as compared to the same period in 1959. Radio sales, excluding car radios, were 794,608; eight month total was 5,246,329. Sales total for same period last year was 4,357,421. Number of fm sets produced in August was 71,125. The eight month cumulative total for fm set production was 573,367.



MITCH MILLER

Joining Mitch Miller and guests at his table can be a pleasant and profitable move for an advertiser. Listeners find the combination of Mitch, music, glittering guest stars and a no-holds-barred discussion of the entire entertainment world fascinating fare. This special "inside show business" flavor gives sponsors the inside track to a large and interested audience. In all radio, Mitch Miller is the kind of company you keep . . .

ONLY ON CBS RADIO

for buyers and sellers of radio advertising

U.S. RADIO

NOVEMBER 1960 VOL. 4 - NO. 11

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Jonah Gitlitz — *Editor*
Arnold Farber — *Managing Editor*
Rollie Devendorf — *Art Editor*
Mary Lou Ponsell — *Assistant Editor*
Florence Snyder — *Administration-Production*
Seymour Weber — *Office Manager*
Jo Ganci — *Secretary to Publisher*

West Coast
Whaley-Simpson Co.
700 Montgomery Building
San Francisco 11, SUtter 1-4583

% Edith K. Whaley
216 S. Vermont
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time buys

Bristol Myers Inc.
Grove Laboratories Div.

Agency: *Doherty, Clifford, Steers & Shenfield, New York*

Product: MINIT-RUB

Originally scheduled for six weeks, this second fall flight started November 7 for a run of five weeks. Minute spots are running in the 15 top markets, on as many stations. As in the first flight, 10 spots a week are in order, all bought in the 9 a.m. to 4 p.m. segment. All spots are ET. Frank Finn is the timebuyer.

Buitoni Foods Corp.

Agency: *Albert Frank-Guenther Law Inc., New York*

Product: MACARONI, SAUCES

Foreign language and Negro stations in New York and New Jersey are getting the nod for additional spots in the national campaign which will wind up December 31. In New York, three Negro stations will carry 12 spots per week, three Spanish will run 15 per week. One Italian language station in Newark gets 18 spots per week. All these schedules, added to New England and West Coast campaigns already in progress, will run through the end of the year. Marilyn Schiels is the timebuyer.

Capital Airlines Inc.

Agency: *Kenyon & Eckhardt Inc., New York*

Product: NEW JET SERVICE

Heavy schedules in three cities started off for Capital the last week in October. Announcing new jet service to Miami and Tampa, Capital added 45 spots per week to its regular five-per-week schedule in Cleveland, raised the same schedule in Pittsburgh to 36 spots per week. In Buffalo, 40 additional spots per week feature the regular air service to Miami. Minutes and 10's are the tickets for this campaign, which will continue through the end of 1960. Jeff Green is the timebuyer.

Chun King Sales Inc.

Agency: *BBDO Inc., Minneapolis*

Product: CHOW MEIN DIVIDER-PAK

In a new campaign concept for this product, the company went on the air October 31 for a four-week radio flight that will be followed up by a tv flight, and a later flight that will utilize a combination of radio and tv in the same markets. Major markets number 10 among the total market coverage of 30 in this first flight for radio. Minute spots, recorded by Stan Freberg, are scheduled during driving times. Although this food product would usually be aimed at housewives during daytime, the company believes the Freberg antics will strike the humor of male listeners. Timebuyer is Betty Hitch.

Consolidated Cigar Inc.

Agency: *Compton Advertising Inc. New York*

Product: LA PALINA

An 11-week pre-Christmas campaign started mid-October for this cigar. Running in eight markets, the minute spots will reach frequencies of 24 to 35 per week. Commercials are ET's. Tim Tully is the timebuyer.

Corn Products Co.

Agency: *Donahue & Coe Inc., New York*

Product: KASCO DOG FOOD

After the barkers' keepers, Kasco went into 20 markets in New England and eastern Pennsylvania early this month. The campaign, first this year for radio, is using two stations in each market for 13 weeks. A total of eight spots per week will run on each station, all daytime minutes. Harry Durando is the timebuyer.

(Cont'd on p. 11)



CROSBY & CLOONEY

When Bing and Rosemary signed for their weekday program, Variety wrote: "CBS Radio Still Makes Like Show Biz." It's this network's tradition, of course. One that attracts audience... sells for sponsors. Here, Bing and Rosemary join personalities like Arthur Godfrey, Art Linkletter and Garry Moore to offer personal salesmanship unequalled elsewhere. In all radio, this is the kind of company you keep...

ONLY ON CBS RADIO



FARM EXPERT NAMED DIRECTOR OF AGRICULTURAL RESEARCH FOR KSTP RADIO

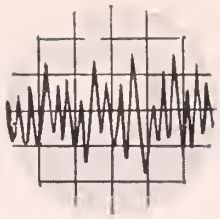
Dr. William E. Petersen, internationally known Professor of Dairy Husbandry, University of Minnesota, has been named Director of Agricultural Research for KSTP Radio and is now reaching the important farm family market with two shows each weekday on KSTP.

From 5:00 to 6:30 A. M., and from 12:30 to 1:00 P. M., Dr. Petersen presents business and farm news, market and livestock trends and reports, plus interviews and discussions with visiting guests.

Joining Dr. Petersen on these shows is David Stone, popular KSTP personality and twice winner (1959-60) of the AFTRA award as "Best Farm Personality," who provides entertainment, weather and news reports.

Knighted by the King of Denmark, listed in "Who's Who" and "American Men of Science," Dr. Petersen provides the authoritative farm news and commentary that builds faithful audiences. For information on availabilities, contact your nearest Petry office or a KSTP representative.

KSTP RADIO
MINNEAPOLIS · ST. PAUL
1500 ON YOUR DIAL
50,000 WATTS



Regional Marketing Approach Stressed in Car-Va Concept

The eight radio stations that have combined forces to offer coverage of Virginia, North Carolina and South Carolina in a single radio package are betting their dollars on an idea that has been popping up in recent years. "We created a single, unifying market identification, Car-Va," states Robert Teter, vice president-director of radio, Peters, Griffin, Woodward Inc., representative for the stations, "because the area from Northern Virginia to the Georgia line is really *one, contiguous marketing territory*, with a sales potential which ranks among the top markets in the country." Car-Va offers advertisers a single contract and single rate card. A detailed marketing presentation is being circulated to agencies and advertisers.

Five Denver Stations Unite To Form National Spot Group

Is this something new in radio? Five Denver stations have been brought together by the Meeker Co., national representative, for the sale of time to national advertisers in a group buy. The advertiser gets one set of availabilities, one order is involved as well as one billing. The idea behind the move is to build national business for stations falling short of the top three in average ratings, and to provide advertisers with a diversified audience. Each station in the group is different: Album, classical, country-western, sports and top 40 & news. While this Denver Metropolitan Network is represented by Meeker, each station continues to have its own station representative.

Paper Work Task Lessened By SRA Contract Forms

Station Representatives Association Inc. hails as a "major breakthrough in the never-ending task of eliminating time consuming and costly paper work" the adoption by a number of member firms of the new SRA contract forms and the contract modification forms. These have been approved by the American Association of Advertising Agencies. By using the new standard, the need will be eliminated to issue separate confirmation of order forms. The new forms, beginning this month, will confirm the purchase of spot radio and, when properly executed, will become the formal contract.

Which Group Holds the Key To Open the Door to Sales?

In a revealing presentation called "Four Keys to Leadership," NBC Radio concerns itself with four measures of advertising effectiveness: Audiences, efficiency, selectivity and advertiser acceptance. With the help of A. C. Nielsen Co. research, the presentation makes the industry-wide point that the "key" consumer group in terms of numbers, buying power and product usage is between the ages of 35 to 49. This group, states NBC Radio, has more money to spend, $103.6 billion, than the 16 to 34 or 50 plus or working housewife categories. This key group buys 35 percent of the coffee, 36 percent of the cigarettes and accounts for 34 percent of the mileage put on cars.

Programming Responsibility Pays Off in National Business

Analyzing the relationship between programming and sales at Quality Radio Group's session in New York last month, Thomas B. Adams, president of Campbell-Ewald Inc., Detroit, said he believes, "There is a resurgence of responsibility that translates itself into programming that is increasingly good. Some of you are covering the news with a thoroughness that wasn't dreamed of a few years ago. . . . You're moving towards better music, more provocative current events discussions. . . . A few years ago when we began a national spot campaign, we thought only in terms of coverage. . . . Now we're beginning to think in terms of what listeners are listening to, how much attention they're paying to what they hear and, finally, in what kind of atmosphere will our client find himself."


MORE

LISTENERS*

than all other stations combined



The Big Chief can always attract a big, attentive audience . . . but nothing like WCCO Radio with more listeners than all other Minneapolis-St. Paul stations combined!

Besides, WCCO Radio has top acceptance with a tremendous tribe . . . 1,022,610 radio families in a 114-county basic service area.

Watch your Big Chief smile when you add WCCO Radio's lowest cost per thousand . . . less than one-third the average cost of all other Twin Cities stations. It's a powerful way to take command of a major market.

WCCO RADIO

Minneapolis St. Paul



- *Northwest's only 50,000-Watt 1-A Clear Channel Station*
- *Source: Nielsen Station Index, July-August, 1960 6 AM-Midnight, 7-day week.*

Represented by

CBS RADIO SPOT SALES



...with audience among top 10 in America!...and first in Cincinnati!

For 38 years now, WLW has been one of the Radio leaders of the Country. WLW consistently rates among the top 10 largest audiences of the more than 3500 Radio Stations in America. And WLW also has the largest audience of any Cincinnati Radio Station.

These WLW spectocular oudience ratings are due to two important factors:

1. *The WLW World's Highest Fidelity AM transmission*—developed exclusively by Crosley Broadcasting engineers.

2. *The WLW programming*—o concept of programming with broad audience appeal, especially in music, information and news.

So when buying Radio time, call your WLW representative. You'll be glad you did!

WLW AUDIENCE SUMMARY DATA

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION.....Per Week.....

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

WLW Radio—one of the *dynamic* WLW Stations!

Crosley Broadcasting Corporation, a division of **Avco**

(Cont'd from p. 5)

Corn Products Co.

Agency: *Gnild, Bascom & Bonfigli Inc., New York*

Product: SKIPPY PEANUT BUTTER

Upstate New York and Florida stations, 35 in all, got this buy in 11 markets. The campaign, utilizing 60 spots per week in each market, runs through mid-December. Timebuyer is Frank Gianatassio.

Cream of Wheat Corp.

Agency: *BBDO Inc., Minneapolis*

Product: CEREAL

Markets are still getting in on this hot cereal's campaign as cold weather comes into southern states. A total of 222 stations in 70 markets will vocalize the Cream of Wheat "Winter Song" when the cold weather blanket settles. The winter campaign will run through March in two flights, the second scheduled January through March. Breakfast hours, 6:30 a.m. to 8 a.m., are preferred, but in some markets 6 a.m. to 8:30 a.m. is acceptable. Campaign, now in its second full year, depends on local judgment of weather conditions to schedule five of the 10 spots per week. Agency reports that station cooperation has been "excellent." Betty Hitch is the timebuyer.

Duffy-Mott Co.

Agency: *Sullivan, Stauffer, Colewell & Bayles Inc., New York*

Product: FRUIT DRINKS

Now in major eastern markets, Duffy-Mott picks up its first western market this month. Los Angeles is the city, and its first schedule will go to six stations. About 50 spots a week will beam the message, in a campaign slated to run for six weeks. Timebuyer is Steve Suren.

Eastco Inc.

Agency: *Lennen & Newell Inc., New York*

Product: CLEARASIL

A four-market test campaign is on the docket for this complexion aid. Two markets have been selected: Rockford, Ill. and Scranton, Pa. The teenage audience will be the target for 10 spots a week on each station. Length of the test run has not been revealed, but a national campaign is in the works if it meets expectations. Lou Crossan handles the timebuying.

Fels & Co.

Agency: *Aitken-Kynett Co., Philadelphia*

Product: INSTANT FEL's NAPTHA, GENTLE FEL's, FEL's NAPTHA

The first six months of 1961 will see staggered renewals of Fel's regular schedule in 70 markets. Minute spots fall in daytime segments. Length of schedules varies market by market, but the total campaign runs January through June. Alan Bobbe is head timebuyer.

General Foods Corp.

Agency: *Ogilvy, Benson & Mather Inc., New York*

Product: MAXWELL HOUSE COFFEE

Spots for the coffee in the can are perking now in Seattle, Denver, Colorado Springs and Pueblo, Colo. The campaign began late last month, with 20 spots per week on the air from four to five weeks. Two to three stations in each market carry the messages, all minutes. Sue Morrell is the timebuyer.

Thos. Leeming Co.

Agency: *Wm. Esty Co., New York*

Product: BEN GAY, PACQUINS

Approximately 100 markets are in on the spot activity for these products. The campaign, started during the third week in October, will run 26 weeks. Silk and Satin and hand cream are the Pacquin's pair picked to run with Ben Gay. The three split a maximum of 20 spots per week in each market. Traffic minutes make up this schedule. Jack Fennell handled the buy.

(Cont'd on p. 13)



HIGH SPIRITS

Talk about vintage years! In the last three, wine, ale and beer advertising has increased 206% on WPAT. The secret? Our programming, whose uniquely still and sparkling properties provide the perfect setting for any product. And, of course, our unparalleled vineyard . . . an area of 31 counties in New York, New Jersey, Pennsylvania and Connecticut where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes. There's no doubt about it: WPAT is a peerless seller of America's leading labels. Among them: *Ambassador, Budweiser, Ballantine, Carling, Cinzano, Gallo, Hensler, Heineken's, Krueger, Knickerbocker, Martini & Rossi, Miller, Moet, Opici, Piels, Roma, Rheingold, Ruppert, Schaefer, Schlitz and Schmidt.* All of them, in only three short years, have advertised on WPAT . . . the station with the spirit of success.

WPAT & WPAT-FM

washington



Atmospheric Conditions on Government Controls Clearing

Although the atmosphere in broadcasting circles has generally been one of apprehension about the possibility of more stringent government controls, there appear to be signs that these fears are without foundation. Speaking before a recent Fall Conference of the National Association of Broadcasters, Merrill Lindsay, a member of the NAB policy committee, said that recent government actions "go in the direction of emancipating broadcasters" from too rigid controls.

Developments Indicate Less 'Starch' in Federal Actions

In documenting his opinion, Mr. Lindsay referred to a number of recent developments. These include: (1) Plans of the Federal Communications Commission to permit broadcasters to plan their overall programming on the basis of specific community needs rather than fixed percentages. (2) Congressional modification of the Communications Act to give broadcasters more latitude in dealing with candidates for President and Vice President. The equal opportunity rule was set aside for this year's presidential campaign to enable full presentation of the candidates of the two major parties. (3) Withdrawal of the FCC's policy statement which had implied that broadcasters should announce the source of records received free of charge and used for broadcast purposes only.

More Programming Latitude May Result from New FCC Stand

Going into detail about the FCC's attitude towards programming, Mr Lindsay said that radio station operators will be able in the future to offer broadcasting service reflecting the specific needs of their communities rather than be limited by artificial percentage requirements which often result in the duplication of already existing services. "The Commission," he pointed out, "will revise its application forms to require of the applicant a narrative statement of the measures he has taken, and the effort he has made to determine the taste, needs and desires of his community or service area—and the manner in which he is meeting them."

Broadcasters Advised to Keep Public Officials Well Informed

In another reference to broadcasting's relations with government, Howard H. Bell, NAB vice president for industry affairs, said that broadcasters "can best preserve their freedom to operate by establishing wider contacts and mutual understanding among public officials at local, state and national levels." Mr. Bell indicated that broadcasters, if they are to continue to operate in the public interest, must take the offensive in seeing to it that they "remain free and unfettered by government control. . . . Broadcasters should strive for greater knowledge on the part of public officials of the functions, the problems and the activities of broadcasting. Out of this knowledge naturally flows understanding—and when we are understood there is less likelihood that laws or rules restricting our freedom will be suggested or adopted."

NAB Survey Confirms Radio's Trend to On-Air Editorials

It has been generally accepted that radio stations have been giving greater emphasis to on-the-air editorials. A survey conducted by the NAB research department tends to confirm this view. According to the NAB, 61.8 percent of the radio stations replying to a questionnaire, present editorials on the air. Of this group, 49.6 percent editorialize occasionally and 12.2 percent regularly. Other findings of the survey

(Cont'd on p. 14)

(Cont'd from p. 11)

National Cranberry Association

Agency: *BBDO Inc., New York*

Product: OCEAN SPRAY CRANBERRY JUICE

On the heels of a two-week campaign in 20 markets for fresh cranberries, Ocean Spray will take to the airwaves for the juice the last two weeks of this month. From 15 to 20 spots a week are scheduled in at least three New England markets. John Neilan is the timebuyer.

Norwich Chemical Co.

Agency: *Benton & Bowles Inc., New York*

Product: PEPTO-BISMOL

A late November start is predicted for Pepto-Bismol in 10 to 15 markets in the West. Stretching over a 30-week period, the campaign will run in flights of six weeks, with four week intervals. At least 15 spots per week, minutes and 20's, will be scheduled primarily during evening times. A later campaign is in the wind for Norwich's Unguentine. Handling the buying is Jack Scanlon.

Prentice-Hall Inc.

Agency: *Albert Frank-Guenther Law Inc., New York*

Product: BOOKS

Back on radio after a year's silence, the publisher is on the air in New York and New Orleans for its book, "Low-Fat Way to Longer Life." Vehicle for the campaign is a 15-minute program, "Longer Life." More books are slated for air schedules at a later date. Marilyn Schiels is the timebuyer.

Shulton Inc.

Agency: *Wesley Associates, New York*

Product: OLD SPICE

Several markets are being considered for addition to Shulton's year-round 48-market schedule in a pre-Christmas campaign. Extra spots may go on the air in regular markets as well. Joseph Knap, media director, is handling the buying.

Texaco Co.

Agency: *Cunningham & Walsh, New York*

Product: GASOLINE

Arm-chair opera-goers in 107 markets can tune in for the Metropolitan Opera broadcasts beginning December 3. The lineup of 108 stations will be known as the Texaco-Metropolitan Opera Radio Network, made up of both independent and affiliate stations. Broadcasts will be live, a prime factor in the switch from previous contract with CBS Radio; some affiliates broadcast programs on delayed basis. The new hookup will carry Met broadcasts every Saturday for 20 weeks. Bill Santoni is timebuyer.

Twentieth-Century Fox

Product: ESTHER AND THE KING

This biblical tale will be told in 350 cities next month. From 30 to 50 spots per week will run for three weeks before the film opens. Start dates are staggered throughout December to coincide with regional openings. Local theatre owners will place their own schedules; all campaigns are co-op, with Twentieth-Centuy Fox picking up half the tab.

United States Tobacco Co.

Agency: *C. J. LaRoche & Co., New York*

Product: KING SANO

Heavy concentrations of ID's on weekends started last month for this cigarette. A series of six flights uses Friday, Saturday and Sunday schedules to enlist King Sano smokers in eight markets. A network schedule is running for King Sano concurrent with the spot campaign. The timebuyer is Lionel Schaen. • • •

WKLO
LOUISVILLE

In LOUISVILLE
the Big Change
was - and
still is - to
WKLO
family radio
check and double check
your July - August
Nielsen—Monday - Friday
per broadcast
quarter-hours reveal
WKLO first from 6 a.m.
to 12 midnight
plus wonderful weekends
WKLO offers a perfect
audience composition
seven days a week for
consumer spendable
income.

robert e. eastman
& CO., inc.
national representative

AIR TRAILS stations are WEZE, Boston; WKLO, Louisville; WING, Dayton; WCOL, Columbus; and WIZE, Springfield, Ohio.

REACH THE BUYING

*83.6% Adult

HOUSTON AUDIENCE AT THE LOWEST COST PER THOUSAND

K-NUZ

See KATZ for the August, 1960 PULSE and complete Audience Composition Story



24-HOUR MUSIC AND NEWS

National Reps.: THE KATZ AGENCY, INC.
- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON, CALL DAVE MORRIS JAckson 3-2581

AIMS



MEMBER OF TEXAS QUADRANGLE

include: Stations generally confine the editorial function to top management, or the man in charge of the news operation. In seeking out opposing views to their editorials, only one percent of the stations reported they do not seek opposing views; 15 percent said they actively seek opposing viewpoints. There was almost complete agreement on the part of station management that editorializing is a decided "plus" in its effect on the station.

Local P. R. Program Aids Get a Thorough 'Airing'

Keeping close watch on its "Build Radio with Radio" campaign, the NAB has been reporting "gratifying progress." John Couric, the organization's manager of public relations, said that there has been a "snowballing acceptance by member stations to provide crisp, hard-hitting spot announcements prepared by NAB. Broadcasters will soon be receiving prepared announcements on such specialized programming as sports results, popular music, editorializing and farming. According to Mr. Couric, these were "heavy choices in a recent survey of members on their preferences for future spots." Other new aids in the preparation stage include a speech text called "Careers in Radio"; a booklet designed for distribution by stations among civic and fraternal organizations telling their publicity chairmen how to prepare news items for radio stations, and a study guide on radio to be distributed by member stations among women's organizations.

Engineers Blueprint Plans For Their 1961 Convention

The two recently-appointed subcommittees of the NAB Broadcast Engineering Conference Committee are in the process of drawing up plans for the 1961 meeting to be held next May in Washington, D.C. It has already been decided that registrants at the next Engineering Conference will attend luncheons specially arranged for them on all three days rather than the regular NAB convention affairs. One of the subcommittees has been assigned the task of selecting nominees for the Broadcasting Engineering Awards. • • •

the *Silver Mike*





THIS MONTH:

LEROY COLLINS

Newly elected president of the National Association of Broadcasters

NAB Ends Search for New President

On January 4, 1961, Governor LeRoy Collins will exchange his duties as chief executive officer of the State of Florida for those of the presidency of the National Association of Broadcasters. After a long and arduous six-month search, the 43-member Board of Directors of the NAB selected the nationally prominent political figure to succeed the late Harold E. Fellows as the major spokesman for the broadcasting industry.

In taking over as the fifth fulltime head of the NAB, and the 17th president since the organization was formed in 1922, Gov. Collins comes to the job with a distinguished background as a legislator and administrator. His outstanding qualities as a forceful and discriminating leader were demonstrated to the entire country last summer, when Gov. Collins fulfilled the difficult job of permanent chairman of the Democratic National Convention.

With the broadcasting industry, and the nation, entering a period that is filled both with potential promise and danger, Gov. Collins will be called upon often to use his many abilities to uphold and carry forward the aims and objectives of the NAB. These aims and objectives, as expressed by the association, are "to foster and promote the development of the arts of aural and visual broadcasting in all its forms; to protect its members in every lawful and proper manner from injustices and unjust exactions; to do all things necessary and proper to encourage and promote customs and practices which will strengthen and maintain the broadcasting industry to the end that it may best serve the public."

Although he has spent his entire adult life in law and government, Gov. Collins has demonstrated that he appreciates and knows how to utilize broadcast media. During his unprecedented six consecutive years as Florida's governor, he made monthly reports by statewide radio and television hookups from the state capitol in Tallahassee.

A native of Tallahassee, the 51-year-old Collins has devoted two-and-a-half decades to public service. In each position held by Gov. Collins, he has carried out his tasks in a soft-spoken but firm manner. Some insight into the man who will be heading the NAB may be gleaned from his views on leadership. Governor Collins has said "The only person who doesn't step on someone's toes is the one who stands still. Leaders cannot stand still. They must take sides, stand up and be counted and keep moving forward." • • •



How good



was your

guess?

Fortunately the mantle of prophecy is not needed for basic business decisions requiring accurate, measurable information in television and radio. Subscribers don't guess —with Pulse they know.

Nothing takes the place of INTERVIEWS in the home

730 Fifth Ave.
New York 19

PULSE, Inc.



PULSE RINGS DOOR-BELLS



INTERVIEWS FAMILIES IN THEIR HOMES



Assure yourself of complete coverage in America's richest market: advertise on WPAT. Throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut interest in our station is compounded daily, and companies who spend time on WPAT know it. Time *is* money on WPAT and you can count on it. That's why insurance and financial advertising alone has increased nearly 40% in three short years on our station thanks to advertisers like these: *Allstate Insurance, The Bank for Savings, The Bowery Savings Bank, The Chase Manhattan Bank, Eastman Dillon Union Securities Company, The Greenwich Savings Bank, Goodbody & Company, The B. P. Morton New York Corporation, The New Jersey Bank, The First National Bank of Jersey City, Seaboard Finance Corporation and The Williamsburg Savings Bank.* These are only a few of the many blue chip insurance and financial firms that have banked on WPAT . . . the station with the jingle of success.

WPAT
&
WPAT-FM

LETTERS TO THE EDITOR

Books on the Air

I have read with great relish the article about the Grosset & Dunlap radio promotion (see *Grosset & Dunlap 'Discovers' Radio,* October 1960). Two things stand out in my mind as being particularly noteworthy: First, that you have presented all the pertinent facts in an objective and interesting manner; and, second, that you were able to grasp the information so quickly and so accurately.

All of us here at Grosset appreciate your attention; we hope that your readers have found it equally as rewarding.

Nils A. Shapiro
Advertising Director
Grosset & Dunlap Inc.
New York

Voice of America

May I take this opportunity to thank you for a very nice job in preparing the article on the Voice of America, which appeared in the September issue of U. S. RADIO.

Incidentally, if you have another copy "kicking around," I would appreciate having it for future reference, as the article is quite complete.

R. J. Rockwell
Vice President and
Director of Engineering
Crosley Broadcasting Corp.
Cincinnati

Would you please send me extra copies of your article on the "Voice of America" that appeared in your September, 1960 edition?

I thought it was an excellent and very interesting article.

Richard K. Burch
Station Manager
KBTO
El Dorado, Kans.

Broker Opinion

I was extremely pleased with your article on radio trading (*Brokers See Big Year,* September 1960). I think the piece was very well done and I want to commend your magazine for it. Particularly, some of the recent articles I have seen on this subject have emphasized the number of stations which change hands without many of the valid reasons in your article. This gives the impression of straight trafficking in licenses and is unfair to the broadcaster in this respect.

Joseph M. Sitrick
Blackburn & Company
Washington, D. C.

Well-Measured

I have received and read with interest the article "Radio Measures Up" (October 1960).

Congratulations on an excellent wrap-up.

Let's hope that these new, combined efforts will result in additional attention and dollars for spot radio, which are so richly deserved.

Robert H. Teter
Vice President—Radio
Peters, Griffin, Woodward, Inc.
New York

New Fm Magazine

Congratulations upon the first issue of U. S. FM. I am sure you are on the way to developing something as successful and as much needed as U. S. RADIO.

Del Leeson
General Manager
KPFM
Portland, Ore.

We would like to thank you for sending the first issue of U. S. FM. We plan to be on the air in November, and are quite optimistic over the enthusiasm for fm in the Florida panhandle as well as nationwide. We know that U. S. RADIO and U. S. FM will play an important role in our operation.

John L. Harris
General Manager
WPEX(FM)
Pensacola, Fla.

Having just completed reading my copy and filing it for future reference, I would like to add my praise to that which you have already received. U. S. FM is indeed an excellent magazine, filling a great void in our industry.

May you have continuing growth and prosperity.

Jack D. Alexander
Exec. Vice President
Futursonic Productions Inc.
Dallas

for buyers and sellers of radio advertising

U.S. RADIO

Negro Radio Supplement

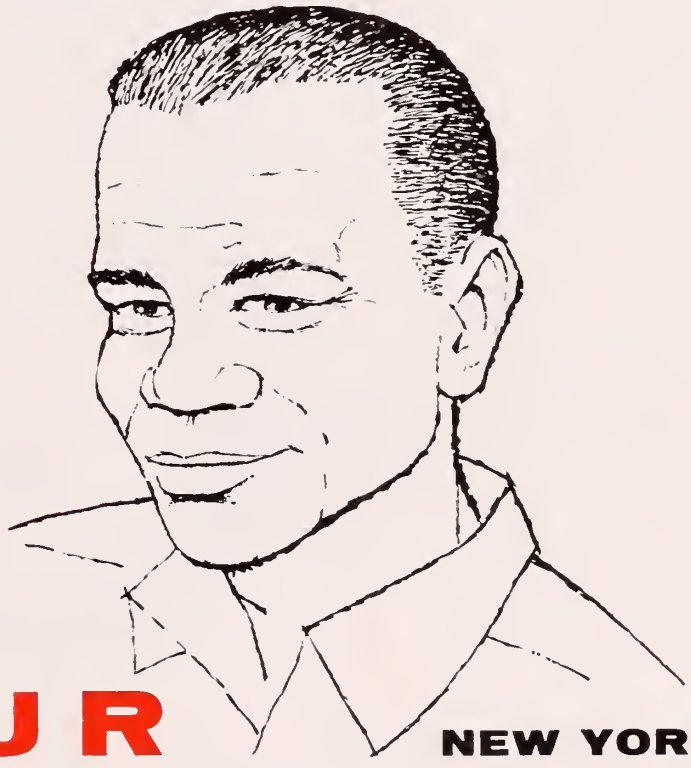
THIRD ANNUAL SUPPLEMENT

Negro Radio

NOVEMBER 1960

CONTINENTAL BROADCASTING

In the World's Largest Negro Market



WNJR **NEW YORK**

No. 1 in the world's largest Negro market. · 1,600,000

WBEE **CHICAGO**

No. 1 in the world's second largest Negro market. · 1,250,000

WRAP **NORFOLK**

The only station for 330,000 Negroes in Tidewater, Virginia.

Represented Nationally by Continental Broadcasting

565 Fifth Ave., New York 75 E. Wacker Dr., Chicago

BEST WAY TO EMBRACE THE NEW YORK NEGRO COMMUNITY...

"LIB" it up!



If ever two thoughts were synonymous—it's the New York Negro Community and WLIB.

Metropolitan New York has the largest Negro Community in America—1,494,000. And it's growing larger every day.

WLIB has by far the largest share of that growing community in Metropolitan New York. And its lead has grown consistently year after year.

You can't think of one without the other. WLIB is first in the Negro Pulse, first in Negro Public Service, first in Negro News. And it offers more Negro programming than all other stations in New York combined.

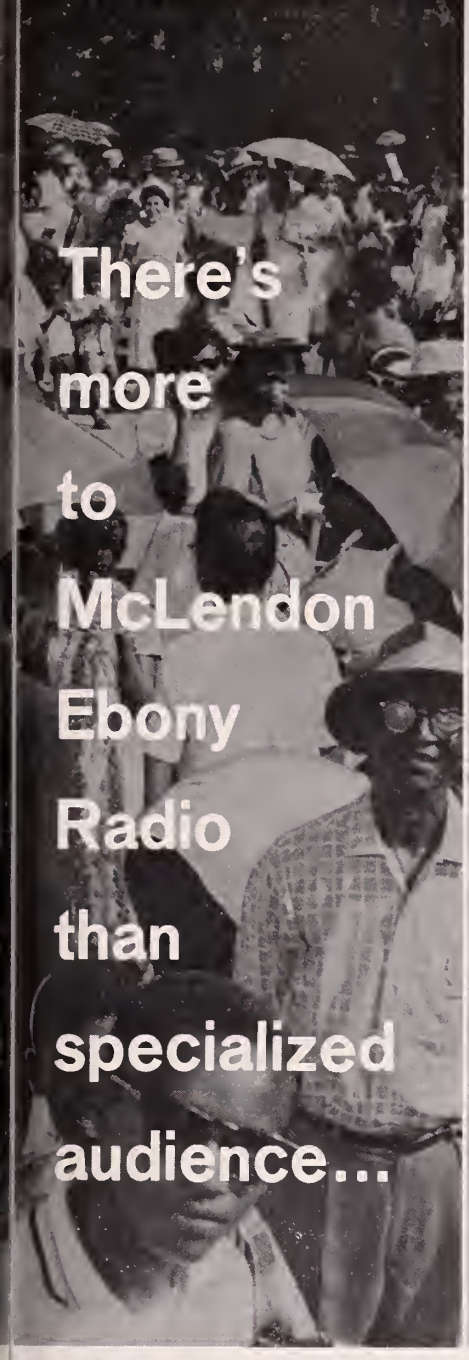
That's why more national advertisers place more business on WLIB than on any other station programming to this vital market—they know that WLIB has proved itself far and away the most effective buy. Get the facts. You'll agree it makes sense to re-evaluate your media schedule and "LIB IT UP".

HARLEM RADIO CENTER

WLIB

Hotel Theresa, 125th Street & 7th Avenue, New York 27, N. Y.

EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK





WENN — **BIRMINGHAM**

No. 1 among 11 stations, latest General Audience Survey. Hooper, June - July, 1960 — Pulse, 1960

KOKY — **LITTLE ROCK**

No. 1 among 8 stations, latest General Audience Survey. Hooper, Aug.-Sept., 1960

KOKA — **SHREVEPORT**

No. 2 among 9 stations, latest General Audience Survey. Hooper, April-May, 1960

WOKJ — **JACKSON**

No. 1 among 6 stations, latest General Audience Survey. Pulse, May, 1960 — Hooper, Aug.-Sept., 1960

McLendon Ebony Radio... the Nation's highest rated Negro group

John McLendon, President and General Manager • Represented nationally by John E. Pearson Co.

Sing a song of savings with this thrifty trio *

THE GEORGIA NEGRO GROUP

COLUMBUS
1000 Watts
1580 kc.
WCLS

Reach high sales at low cost with the Columbus area's only all-Negro programmed station with all-Negro announcers. WCLS reaches 38% of the metro population with top-rated programs and personalities, beaming 100% to a Negro audience. Now in its 6th year of catering to Negro buyers, WCLS delivers a big market at small cost.

MACON
1000 Watts
1280 kc.
WIBB

Macon's only 100%-Negro programmed station, now in its 13th year of service to the Negro community, reaches 43% of the metro population. WIBB originated Negro programming in the Macon area and has top-rated personalities with exclusive coverage. WIBB brings this market to you at low cost.

SAVANNAH
WSOK
250 Watts
1230 kc.

This fast-growing popular-rated station gives you 40% of the metro population, beaming to a 100%-Negro audience 24 hours daily. Now the only station in the Savannah area programming to Negroes, WSOK offers specialized programming to a specialized audience with special results for advertisers.

*A THREE-IN-ONE BUY FOR THREE-IN-ONE SAVINGS: TIME, EFFORT, DOLLARS. EARN A GROUP DISCOUNT OF 5% ON PURCHASE OF TWO STATIONS-10% ON PURCHASE OF ALL THREE. **ONE ORDER** DELIVERS THESE KEY METRO MARKETS: **BERNARD HOWARD & CO.,** NATIONAL REPS.-**DORA-CLAYTON AGENCY,** SOUTHERN REPS.



INCREASING EMPHASIS on public service programming by Negro stations is seen in the decision by KSAN San Francisco to cover "live" both political conventions. At the Republican session, KSAN's Marty Dinkins interviews Jule Stratford Rogers, Chicago attorney, who delivered one of the nominating speeches for Vice President Nixon. She also served as advisor in campaign.

Negro Radio Embarks On New Challenge

Third annual survey by U.S. RADIO reveals progress in programming, community service and sales outlook as medium guns for greater national use.

Negro radio has chartered a bold new course for itself. On a major scale, this specialized advertising medium is seeking out the advertiser in an effort to widen his use of Negro radio by making it an integral part of marketing strategy — not as something that should be designated for occasional use.

With about 19 million Negroes in the United States having a gross spendable income of about $19 billion, Negro radio is of the mind that advertisers should be devoting an increasing share of their efforts to this specialized audience in a specialized way on a regular basis.

And the evidence is there that advertisers are becoming more conscious of the inherent opportunities in such a plan. Among the companies and products that devote special attention to this area are: Wrigley's, Pet Milk, Tareyton cigarettes, Bristol-Myers' Mum, Four-Way Cold Tablets, Arrid, Vaseline, Ward Baking, Esso Flit, Pharmaco, Quaker Oats, Reynolds Tobacco, Colgate Dental Cream, Fab and many others.

Returns from questionnaires to U. S. RADIO's third annual survey of Negro radio indicate that the rate of national expenditure in this specialized medium is growing.

The average station that programs 50 percent or more of Negro programming reports that it had 34 percent national business this year compared with 30 percent a year ago.

The *average* station that programs between 25 percent and 49 percent

Negro Radio

of Negro fare reports that it had 23 percent national business this year compared with 18 percent a year ago.

And the *average* station that programs up to 25 percent of the time to the Negro audience reports it had nine percent national business this year compared with six percent a year ago.

"Basically, there are two reasons for the change in marketing attitude over the years," says Don Connell, vice president, Market Research Corporation of America, whose firm has been conducting Negro market research for many of the leading national advertisers.

"The first reason is the pressure of increased competition for the consumer dollar. We have begun to realize that success in marketing is much more difficult to come by and when achieved is at best a temporary advantage that must be maintained.

"The other reason for the change in marketing attitude is the growing understanding on our part of the sociological, psychological and economic factors that influence buying decisions. One result of this increased knowledge is the realization that there is no such thing as a single mass market. There are many markets made up of individuals with similar buying patterns."

The developments of the past year have focused a penetrating light on how things will take shape in the months ahead. Here are some of the key developments:

- Formation of the Negro Radio Association as an active, vital sales promotion arm of the medium. One of its primary objectives is to make full-scale presentations on Negro radio at the advertiser level.
- Research—Important steps have already been taken to supply advertisers and agencies with the kind of audience and brand research that they require to justify additional Negro radio expenditures.
- Programming — Sharp upgrading in the quality of Negro radio. Strong community service, news, better music.

The formation of the Negro Radio Association is looked upon as one of the most significant developments in the history of this specialized medium which traces its beginnings to about 12 years ago.

The NRA currently has 37 active charter members with several applications pending. At its board of directors meeting last month in Chicago, the following plan of action, reported to U.S. RADIO, was set forth:

1. "Collection and correlation of known research data on income, education and consumption of merchandise.
2. "All research material, both new and existing, will be certified by a research organization chosen and used in preparation for a selling presentation in order that Negro-appeal radio can be told and sold to the decision-makers of national agencies and clients responsible for the budgeting and spending of an important share of the total advertising dollar. These presentations will also be separately available to member stations and associate members of the NRA.
3. "Ultimate commercial purpose —The selection of a man of national reputation and stature in the broadcast and advertising industry who will make presentations to high-level clients and agency people."

A special membership drive is underway. Monthly dues start January 1.

(Cont'd on p. 24)



SPECIAL MERCHANDISING display of WHAT Philadelphia features this in-store section devoted to station advertisers. A special highlight is the WHAT microphone calling attention to the products sold in the store.



MAN-ON-THE-STREET interview has been used both as a programming and merchandising technique by WLIB New York. The station's Jack Walker interviews a shopper in the Jagerman supermarket in uptown New York. The in-store interview has proved popular with supermarkets and advertisers and the WLIB audience.



AT THE CLOSE of each school year, WENN Birmingham presents its annual Scholastic Awards of a plaque and watch to both the winning boy and girl. Erskine Faush, station religious director, makes the presentation to the winners, who are selected after a competitive examination from among boy-and-girl representatives from 10 major Negro high schools in the Birmingham area.



The Nation's Best-Known Negro Personalities "Live" Here!



HOT ROD
6 to 10 AM



MARY DEE
10 AM to 1 PM



FATMAN
1 to 4 PM

Metropolitan Negroes all across the nation know Mary Dee . . . Fatman . . . Bill Curtis . . . and the great Hot Rod! Now, working in the exciting atmosphere of WHAT's ultra-modern facilities, they're at their best. They come "alive" to Philadelphia's vast—and still growing—Negro audience (now 686,000).

WHAT's line-up of stars represents 57 years of combined broadcasting experience. They know their audience as well as their audience knows them.

They're PROS! Not neo-broadcasters selected for the sake of "keeping the overhead down."

If your product requires SPECIAL HANDLING, in-depth selling, a force that reaches beyond canned E.T.'s (and *every* product aimed toward Negroes does), WHAT's professional personality line-up is the ONE selling force in Philadelphia with the audience influence you need.

Call Herb Schorr—TRinity 8-1500—
or any John Pearson office now!



BILL CURTIS
4 to 9 PM



MARY MASON
9 to 10 PM



MARK HYMAN
News



LOUISE WILLIAMS
Sundoy 6 to Noon



EMORY SAUNDERS
Sundoy Noon to 6 PM

100% NEGRO
WHAT
Twenty-four Hours a Day
PHILADELPHIA

Phila. 31, Pa.

Represented Nationally by John E. Pearson Company—New York • Chicago • Atlanta • Dallas • Los Angeles • San Francisco

Negro Radio



THE ANNUAL GET-TOGETHER of the WRAP Norfolk Homemakers Council. The women are members of the council's board of directors. Mrs. Leola Dyson (1) is women's director of WRAP.



MARQUEE AND FRONT of WYLD New Orleans are often used for program promotion and merchandising aids for advertisers.

(Cont'd from p. 22)

The prime motive for launching NRA is to increase national use of Negro radio. The association expresses the feeling that, with many present NRA members receiving as much as 80 percent national business, "stations which get comparatively small national advertising allocations have much more to gain immediately."

What can be done to increase advertiser use of Negro radio?

Station management points to the need for research and education and, perhaps most of all, the need to convince the advertiser that Negro radio should be included in the total marketing approach.

"We find more and more national advertisers who are interested in using Negro radio," says Edwin Estes, president, WMOZ Mobile, Ala. "They must be educated to the many advantages it offers in creating additional consumer demand for their products. They must also be educated to the fact that in most major markets, the Negro has an average income which is comparable in most cases to the average white family income. With the Negro being elevated because of educational advantages and with more demand being given to equal job opportunity, a desire has been created for the average Negro family to buy and live on a par with the average white family. It is a real opportunity for many national advertisers to find this new and ready-built market for their products."

The use of the "separate" budget is termed a fallacy.

"The Negro is part of the whole community and when a budget is set up to reach a given market, part of this budget should go to Negro radio —not a 'separate' budget," states Stan Raymond, president, WAOK Atlanta. "This has been the greatest fallacy of clients and agencies in setting up a 'special' budget to reach the Negro. This should be a part of the whole budget. The Negro is interested in buying products that are advertised on other media as well; but hearing a personal message from the client on *his* radio station is not only an invitation to this product, but a welcomed sales message. To increase national business, I believe an intelligent sales presentation to *clients* interested in increasing



ANNUAL CHRISTMAS boxes of food are presented by WMOZ Mobile, Ala. Last year, staff announcers delivered boxes to about 150 families, one of station's public services.



SCHOOL CHILDREN on a field trip to the studios of WBOK New Orleans are interviewed on the air and are permitted to see what goes on behind the "mike." WBOK's "Okey Dokey" presides at this session.

sales is all that is needed. The story speaks for itself."

Development and improvement of Negro air salesmen are cited as ways of increasing national business.

"There is no question that the agency and advertiser are more interested in Negro radio," declares John Dyer, general manager, WGES Chicago. "This situation can be improved upon by promotion of Negro radio by station personnel, by frequent personal calls on both agencies and advertisers. It is our opinion that the best approach to cultivation of the Negro market is by the development of good *Negro* air salesmen. Continuity of Negro personnel is most important. Frequent changes make for confusion. It takes a lot of time and expense to develop a Negro personality, to have him accepted as a radio friend in the Negro community and as an air salesman by agency and advertiser. Finally, the Negro Radio Association may prove to be a big step forward."

Copy and media should be linked to motivations, suggests a radio executive.

"The Negro market is a specialized market," says Ed Prendergast, vice president, WBOK New Orleans, "and the agency-advertiser must acquaint himself with the Negro—his wants, needs and environment. Also, *the Negro must be approached with specific copy and media keyed to his specific motivation pattern.*"

Research

Most Negro radio operators readily admit that one of their medium's great needs is research—local audience characteristics and listening habits as well as such things as brand preference studies.

Many stations report in their questionnaires that they are looking to the new Negro Radio Association as one solution to their research needs.

"A well-organized, concerted effort must be put forth by some group, armed with statistics, facts and figures to sufficiently impress the 'big spenders,'" states John McLendon, president of the Ebony Group. "There is a dire shortage of statistics pertaining to the Negro population in most areas. The qualitative approach must be emphasized. The new Negro Radio Association should fill this void."

Many stations have made important strides in filling the research gap.

The widely-publicized motivational studies conducted by Dr. Henry Bullock of Texas Southern University and contributed to by the OK Group of Negro stations is recognized as a major breakthrough. Among the major conclusions of the



WINNER OF THE second annual WSRC Durham, N.C., "Trade Week" scholarship is Carolyn Plummer, who accepts $250 award from Jim Hayes, station manager. She plans to attend A&T College. Station has Scholarship Fund which makes additional awards each year.

over 1,000,000 Negroes
hear these golden horn
personalities . . .



because
in
South Carolina
only the Speidel
Stations specialize in a specialized market!

WOIC: (A) Rev. Bowman, (B) Charles Derrick, (C) "Duke of Wax"
WPAL: (D) Rev. Lampkin, (E) Flo Myers, (F) Bob Nichols
WYNN: (G) Rev. O. E. Jackson, (H) "Jim Dandy", (I) "Johnny Raven"

Representatives —Natl. Bob Dore, Southeast Dora-Clayton

GOLDEN HORN STATIONS
SPEIDEL
BROADCASTING CORPORATION

WOIC	WPAL	WYNN
5000 W 1470 KC	1000 W 730 KC	250 W 540 KC
COLUMBIA, S. C.	CHARLESTON, S. C.	FLORENCE, S. C.

Sell 7 Rich Negro Markets Thru ROUNSAVILLE RADIO!

The 1,433,000 Negroes in six metropolitan areas covered by Rounsaville Radio earn a *spendable* income of 824 million dollars annually. They spend 80% of their gigantic income for consumer goods—*quality*, *name brand* products! And Rounsaville Radio is the only medium that reaches and *sells* this vast consumer group! Rounsaville Radio is patterned to Negro tastes, programs 100% to Negroes with Negro talent. All six Rounsaville Stations are rated Number-One by both Pulse and Hooper! Get the facts! Call Rounsaville Radio in Atlanta, John E. Pearson or Dora-Clayton in the Southeast today!

Personal Letter

Negroes listen, believe — and most important — *respond* to Rounsaville Radio. We feature Negro disc jockeys and personalities, schedule programs the Negro likes and listens to. No matter what your budget . . . no matter how many media you use . . . a proper part of your advertising dollar MUST go to Rounsaville Radio or you completely miss the Negro consumer in these six important markets! Try Rounsaville Radio —you'll see! We are one of the oldest and the *largest* broadcasters in our chosen field.



ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Progrommed Stotion!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miomi-Miami Beach's only full time Negro-Progrommed Stotion!

WVOL 5,000 Watts—Nashville's only oll Negro-Programmed Stotion!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only oll Negro-Programmed Station!

Coming soon—Dallas—Ft. Worth!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO STATIONS

Peachtree ot Mathieson, Atlonto 5, Georgio

ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

ROUNSAVILLE RADIO

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

● Negro Radio

study are that the Negro has intense loyalty to brands and that he is a buyer of *quality* products.

Far West Surveys just released the results of its second study of the Negro market for KSAN San Francisco. In the first study conducted in 1958, Far West interviewed 584 Negro consumers (440 women and 144 men).

The second project was conducted last May at the annual KSAN Food, Home and Living Show. The information is based on 504 random interviews (402 female and 102 male).

The study examines radio listening habits, socio-economic status and brand preferences.

The study shows that morning listening is still dominant, with 43.9 percent listening during the hours of 6 to 9 a.m. Evening listening (6 to 9 p.m.) ranks second, with 37.8 percent listening during those hours. Afternoon tune-in is third, with 17.1 percent listening between the hours of 12 to 6 p.m.

An important feature of the KSAN-Far West survey compares the brand preferences of the 1960 study with those of the 1958 project. These preferences are also related to the use of KSAN. Advertisers are listed as either *consistent* station users or *saturation* KSAN clients.

From 1958 to 1960, Clabber Girl baking powder, a consistent advertiser, increased its use among Negro consumers interviewed by 13 percent.

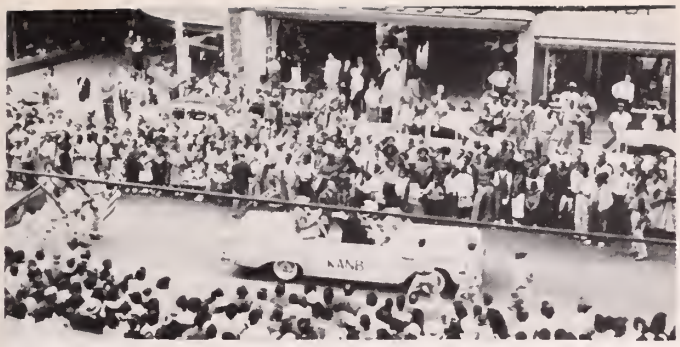
Blue Seal bread, a saturation client, increased its Negro customers by 33 percent for the two years, according to the survey.

In education, the percentage of those who have completed college has risen from 3.4 percent in 1958 to 4.6 percent in 1960, a gain of 35.3 percent.

Those in professional occupations have jumped from 2.7 percent to 6.4 percent, a 136 percent increase.

Several special brand preference studies that have placed controls on sales to test radio results have been conducted for WDIA Memphis by the Mid-South Surveying Service. One on liquid detergents held last May proved the power of Negro radio.

A brand preceded Mr. Clean into



AS PART OF the annual Negro Day parade through downtown Shreveport, La., KANB has a float that features "Miss Personality," selected by the station audience. The event coincides with Louisiana State Fair.



THOUSANDS OF ON-LOOKERS gathered at the final selection of "Miss KNOK" of Dallas-Fort Worth. The latest annual event was held on the open-air Magnolia Stage at the Texas State Fair.

the Memphis market by one or two years, the study states. Although the first product never used the station, Mr. Clean started a moderate schedule of 10 spots a week last February. Here are some of the results of the study:

Of 310 home interviews with Negro consumers, 208 stated that they use a liquid detergent. Of these, 148 said they use Mr. Clean and 50 said they use the other product.

The next question asked, "How long have you used your present brand?" A total of 43 said they have been using Mr. Clean from two to six months.

"Did you switch from some other brand?"

A total of 34 said they switched to Mr. Clean from another brand, while only 11 said they switched from Mr. Clean to another brand.

In addition, WDIA has conducted in-depth studies on the brand loyalty of Negro consumers and their media preferences.

Programming and Community Service

Negro radio programming fare has seen a major upgrading in content over the past year. And indications from station questionnaires are that this trend will take on even sharper direction in the months to come.

Paul von Hagel, vice president and general manager of WRAP Norfolk, states, "A major trend in Negro programming has been the upgrading in disc jockey shows, news, commercial content. In general, a big job has been done by most stations in presenting a more qualitative product. Real thought in community needs and wants presented in a professional manner."

Community service programming is being stressed.

memo to madison

Like any smart people who are doing things, you are liable to human errors.

Your days and nights are filled with constructive action and creative contributions to Commerce.

It is only natural then, that sometimes you will overlook an all-important phase of getting your clients' stories to everyone.

One of these errors that keeps your efforts from getting full-blown exposure is the failure to use the Broadcast Medium called Negro-Appeal Radio.

It's the different, exciting, exclusive way to reach over 18,500,000 Americans on a *daily* basis who spend over 19-Billion dollars every year.

Already, many Agencies have experienced the dramatic sales increases caused by the use of Negro-Appeal Radio. Advertisers and agencies who have properly used this broadcast medium have been "on" for years.

In spite of all this, we, in Negro-Appeal Radio, have apparently failed to give you enough convincing information on the medium.

Be assured! This is being corrected . . . now . . . by the unified national effort of the outstanding stations belonging to the new Negro Radio Association.

We are going to give you and your clients the factual reasons why no advertiser can do a complete selling job and still overlook the *daily* influence that Negro-Appeal Radio has on the spending of over 19-Billion dollars a year.

NEGRO RADIO ASSOCIATION

Temporary address:
P.O. Box 10063
Charlotte, N. C.

N R A

Negro Radio



CROWNING THE WINNER of the KATZ St. Louis beauty and talent contest, Carole Craddock, is Louise Dunn, who heads her own charm school. Ruth Swan (r) is the winner of the talent search. KATZ announcers Lonnie Rochon (l) and Dave Dixon emcee the gala festivities.



STUDIO-ON-WHEELS is used by WWRL New York for on-the-spot coverage of the area's Negro communities. A minister, a priest and a rabbi participated in the recent dedication ceremonies.

"The major trend in Negro programming," says Harold F. Walker, vice president and national sales manager, Rounsaville Stations, "is the greatly increased time spent on community service programming. It is no longer sufficient simply to program music. Negro stations must now make a real contribution to the Negro community of any market. This, of course, has very tangible results for the stations because such community service is the cement that binds the station and the Negro population together with resulting healthy increases in the share of Negro tune-in."

An example of one type of off-air community service of which Mr. Walker refers is the WCIN Cincinnati Goodwill Fund. It just recently purchased and had installed an automatic ice cube making machine with a daily capacity of 200 pounds and a 150-pound capacity storage bin for the Colored Orphan Home.

In addition, the WCIN Goodwill Fund is making arrangements to underwrite the operating costs of the Negro Sightless Society Home, which has suffered for lack of funds, and to equip a hospital room at the Home for Aged Colored Women.

The movement in the direction of community service is underscored by Francis Fitzgerald, WGIV Charlotte: "We consider the maturity of operators the latest and greatest major trend in Negro radio programming. Now more than ever before, Negro-appeal radio is growing toward better public service features and educational programs, with a more widespread sense of responsibility to the communities it serves."

Samuel Feldman, executive vice president, WEBB Baltimore, also emphasizes this point: "The major trend in Negro radio programming is the recognition of the obligation which a Negro-appeal station has to the community. This activity is essential in holding the loyalty of the Negro audience."

For example, WEBB states it has been at the forefront of the city's fight against lead poisoning. Joseph Gordon, director of the bureau of health information, told the station that in "at least 75 percent of the cases investigated," the people stated that they learned about the symptoms and chances for treatment from WEBB.

KGFJ Hollywood raises this ques-



John E. Bandy

Negro radio has undergone a year of significant progress. Development of programming, emphasis on community service are just two of the many things that are happening in this specialized medium.

One example of the changes occurring is the announcement by a a major-market station, WDAS Philadelphia, that it has just appointed John E. Bandy, a Negro, to a top executive post with the radio outlet.

The station describes the move as having been taken "only a very few times" in the history of American radio.

In making the appointment, Robert A. Klein, WDAS general manager, says Mr. Bandy will be involved in Negro marketing problems, merchandising, station administration and organization. He will serve with the title of assistant to the general manager.

Mr. Bandy, a product of the Howard University Law School, Washington, D. C., was also educated in Europe and Asia. For seven and a half years, he was a top disc jockey for WUST Washington, where he was known as Lord Fauntleroy.

Mr. Klein emphasizes that among his many duties Mr. Bandy will be directly responsible for programming and expanding community service endeavors.



OFTEN A STATION teams up with an advertiser to make an all-out effort at the grocery store level. Here, Bill Powell of WAMO Pittsburgh and tennis champion Althea Gibson go on a store tour for Ward Baking's Tip Top bread.



EXTENSIVE MERCHANDISING plans between station and client are worked out by executives of WCHB Detroit with the top local representatives of Ward Baking Co.



MORE THAN 150,000 popsicle sticks sent in to WEBB Baltimore in less than two weeks are counted. Sticks went to Baltimore hospitals for help in rehabilitation of tubercular patients.

tion about Negro programming. Why does the Negro listen to special-appeal radio when, as is reported in that market, he can escape segregation in schools, employment and living conditions, can patronize any restaurant, theater or night club and can participate in any sport?

The answer: Community interest and community service.

"*Educational Roundtable* gives the Negro an opportunity to hear the views of his own people on pertinent subjects; *This is Progress* gives him in dramatized narrative the feats of members of his race in playing prominent roles in the history and progress of this nation; *Man (or Woman) of the Day* points with pride to outstanding current achievements of Negroes in the Los Angeles area and brings each one to the microphone. No other source brings to the Negro daily news of his community and activities."

A new entry in the field of Negro radio programming is Nationwide Network Inc., New York, which produces and distributes transcribed radio programs exclusively for Negro radio. Founder of Nationwide Network is E. M. Glucksman.

One of Nationwide's presently popular shows is *At Home With Alma John*, a 15-minute weekly women's show which is now broadcast in 16 markets. The program is sponsored by Personal Products.

There are several new shows that are soon to be released. They include *All American News*, a daily national and international news summary, and *Negro Sports History*.

In the area of merchandising, a great majority of Negro stations excel. WHAT Philadelphia, for ex-



AN ALL-DAY "open house" was sponsored by WRMA Montgomery, Ala., to commemorate the opening of a new YMCA building. The station did remotes of all the day's activities.



ONE EXAMPLE of the merchandising program of KGFJ Hollywood is this sample giveaway promotion by station personality, Johnny Magnus, on behalf of Arta skin tone cream client.



in 300 super markets
supports your . . .
RADIO COVERAGE
of the
NEGRO MARKET
in
HOUSTON, TEXAS
KCOH
Get the story from your
John Pearson man.



NEGRO
Community Programming

+



SPANISH/PUERTO RICAN
Programming

=



of *Whirl-Wind* sales action

WWRL

NEW YORK DE 5-1600

*10:00AM-5:30PM
**5:30PM-10:00AM

● Negro Radio

ample, has just introduced an enlarged merchandising program that is called "Complete Selling."

The station offers 16 different services to national advertisers. WHAT awards a budget of merchandising points commensurate with an advertiser's expenditure. Using a 13-week base, the station allots a minimum of 150 points for a $1,000 outlay and a maximum of 750 points for a $5,000 drive.

The various merchandising services carry different point qualifications. For example, Acme Markets' displays, 750; in-store broadcast interviews, 100; new product marketing assistance, 150; mailings to trade, 50; taxicab posters, 375. • • •



ON THE DAY of an in-store appearance, disc jockeys of KDIA Oakland, Calif., spend two hours or more in the store taping interviews with customers, giving prizes and helping to sell sponsors' products through merchandising.



GRAND PRIZE WINNER of Pet Milk Co.'s gospel singing contest is Sadie Louise Reed (second from r). She is met at the airport upon her return from Chicago by (l to r): Willie McKinstry, WJLD Birmingham announcer; Mrs. Martha Wynn, Pet Milk home economist, and Mrs. Maggie Simmons. WJLD held local contest on behalf of Pet Milk.

WAMO
PITTSBURGH, PA.

NOW 1000 WATTS
Programming to Pittsburgh's 250,000 Population Negro Market



SIR WALTER RALEIGH



BILL POWELL



PORKY CHEDWICK



SUNNY JIM



CHARLES GORDON
News Director



ALEXANDER MARTIN

NOW 1000 WATTS ON 860 KC

WAMO
PITTSBURGH
100% Negro Programming
BERNARD HOWARD
NAT'L. REP.

Negro Radio: Success Stories

The following capsules of Negro radio success stories are indicative of hometown advertiser use as reported to U. S. RADIO.

Department Store—Regal Department Stores Inc. of Charleston, S. C., traces a great deal of its sales increases to WPAL. Here's what George Fell, manager, expressed to the station: "Last year we sold around 300 girls' coats and we hoped to sell more this year. To date, we have sold 417 which is far more than we expected to sell. And that is due to the fine efforts on your station. As you know, we advertise weekly in the local newspapers and only on your station. As the trade in the store is 98 percent Negro, I would say that your station is responsible for selling on lay-away plans at least 350 coats. The rest would come from the newspaper. Whereas, in our other store in Charleston Heights, the trade there is 98 percent white and they have sold around 50 coats. Your station would have no effect on them."

Real Estate—Last October 1, a real estate firm, Penn-Mooney, advertised five properties on WHAT Philadelphia. The station reports that all were sold by October 4, with substantial down payments involved.

Bread—The Fischer Baking Co. of Newark, N. J., came to WNJR Newark in March 1959 with the following problem. The agency, Scheck Advertising, explained that the company had been losing bread sales in Negro areas, even though the Negro population was increasing steadily. WNJR set up an initial 13-week campaign of 15 thirty-second live announcements per week. The station arranged for one of its Negro air personalities to make periodic in-store appearances selling Fischer's Buttercup white bread and giving out a free autographed phonograph record with every loaf of Fischer's purchased. The in-store appearances were announced on the air several days in advance. At the end of the 13-week campaign, Fischer's found the downward sales trend had been checked. In fact, there were signs of increased orders from grocers. Scheck Advertising renewed the schedule for another 13 weeks and requested the continuance of the in-store appearances. At the end of that time, the bread was taking hold and fast becoming one of the better sellers, the station reports. Today, Fischer is still with WNJR, running 15 thirty-second announcements per week with periodic in-store sales promotions.

Drapes—Huntley Furniture, an area chain of stores, used a special two-day campaign on WAAA Winston-Salem, N. C., consisting of 25 spots. More than 400 sets of drapes were sold in the two days in the Winston-Salem store.

Real Estate—Le Mount Corp., Vallejo, Calif., reported to KDIA Oakland that in a 90-day period last spring, the station was largely responsible for the sale of 70 homes in the Country Club Crest development. The homes were principally in the $15,000 range. The radio allocation on KDIA averaged $200 a week.

Service Station—Last July, Texaco spent $750 on KYOK Houston for the grand opening of Windalls, a large modern service station in the heart of the city's Negro neighborhood. The campaign consisted of 100 spot announcements plus four hours on each of two days of remote broadcasting featuring personal appearances at Windalls. Prizes were also given away at the opening. The station declares that Texaco reported that the volume of gasoline sold during the two-day period set a new national record for grand openings.

Cars—McGee Mercury ran a schedule on WGEE Indianapolis of 37 one-minute spots in two days, Friday and Saturday, to close out the 1960 model. During the weekend, 21 new cars were sold, most of which were credited to the two-day schedule.

Shoes—The Manchester Shoe Co., a Baltimore shoe store catering to the Negro market, has been putting its entire advertising budget on the WITH *Rocket Ship Show* (8 p.m. to midnight) for the past eight years. Recently, the store had a fire sale because of a fire in the adjacent building and purchased additional announcements beyond their regular schedule to advertise the event. The traffic was so heavy that the store had to lock the doors and let a few customers in at a time, resulting in the largest single day's volume in its history.

Furniture—Kimbrell's Inc., a chain of 25 furniture stores, has been successfully running a Labor Day sale for several years for its Fayetteville, N. C., outlet. This past August, Carl Ivey, manager of the Furniture Mart, a Kimbrell store in Charlotte, received approval from Kimbrell officials to run a similar Labor Day sale for his store. The only advertising used to promote the special sale was a 100-spot saturation schedule over WGIV Charlotte for the three-day weekend, the station states. In spite of the holiday condition, there was a line of people waiting for the Furniture Mart to open at 10 a.m. Labor Day. During the course of the day, Manager Ivey stopped counting the number of customers after the 500 mark was attained (on regular days, 50 customers are considered very good traffic). W. E. Kimbrell, chairman of the board, stopped by

(Cont'd on p. 32)

LEADS
ALL THE WAY...
Every Hour! Every Day!

Latest Negro Pulse (Dallas, Dec. 1959) shows KNOK number one *in every quarter hour*. KNOK is accepted by the 315,000 Negroes in Dallas-Ft. Worth. It is their voice. They listen, trust, identify, and BUY! And with KNOK's unique merchandising plan your sales message gets POP help where it counts . . . at the cash register. Schedule KNOK everytime you schedule Dallas-Ft. Worth.

For 100% Sales Effectiveness

KNOK

In Dallas-Fort Worth

Stuart Hepburn, President
REPRESENTED BY
BERNARD HOWARD CO.

...Serving The Greater Gulf Coast.
WMOZ

Mobile, Alabama
1000 watts at 960 KW
Nondirectional

year in, year out, always a top-rated station — Number One on Pulse morning and afternoon (August 1960) — First in merchandising and promotion assistance.

Negro Population 248,800
Negro Retail Sales $169,570.00
} Within 0.5 mv Contour

WMOZ
First Negro Station In Market

National Rep. Bob Dore & Assoc.
Southeast Rep. Dora-Clayton

Success Stories (Cont'd from p. 31)

to see how things were going and stayed to help out.

Soap—Last year, WOIC Columbia, S. C., was one of many stations across the country selected for the six-week kick-off campaign for Colgate-Palmolive's Spree soap. The station reports that one week after the radio portion of the initial drive had ended, the agency, McCann-Erickson, placed an additional 13-week saturation schedule on WOIC, based on partial assessment of the results of the introductory drive as well as recognition for the station merchandising and promotion support. Another 13-week order followed, then a 52-week schedule which is currently running.

Bread—Ward Baking Co. in January 1959 bought a six-week trial schedule on WAMO Pittsburgh for its Tip Top bread. The radio buy, featuring personality Bill Powell, was supported by the station, which worked closely with the local Tip Top sales organization. Retailers were alerted to the campaign by scheduling personal appearances of disc jockey Powell. Results of the campaign merited renewal of the contract for an additional 16 weeks. Tip Top sales continued to grow rapidly in the Negro areas. At the conclusion of the 16-week drive, the dollar volume of the buy on WAMO was increased 20 percent and the contract increased to 26 weeks. After this period, the schedule was renewed for 43 weeks at a dollar volume increase of 23 percent per week.

Theatres—Until 1959, the State Theatre in Dallas and the Grand Theatre in Fort Worth had been occasional clients of KNOK. In the fall of 1958, the theaters, which are owned separately, were urged by KNOK to try a continuous schedule of 24 spots per week. Encouraging results prompted each theatre to add more spots to the schedule. In May 1959, the two theatre owners held a meeting and decided that they would combine their advertising as well as their movie bookings. Four months after combining the schedules, the theatres increased the KNOK buy to 100 spots per week. And when the schedule was renewed last March for another 52 weeks, the schedule was jumped to 110 per week (5,720 spots for the year). Frank Lucchese, owner of the State Theatre in Dallas, states, "Even after two years, we are still getting new faces at the box office window and radio has proved to me that it is the only medium that can continue to produce new customers as well as being the only way of covering our entire city plus surrounding suburban areas." And William Hightower, owner of Fort Worth's Grand Theatre, states, "Radio, used properly, is an indispensable medium. The results we have received from our continuous saturation spot schedule on KNOK proves to me we are using radio properly."

Snuff—In a test campaign recently run on WOKJ Jackson, Miss., Tube Rose Snuff ran a schedule of five spots per day, six days per week, for six weeks. Using a WOKJ personality and promoting him as the Tube Rose Man, the station canvassed neighborhoods throughout the city and offered silver dollars to anyone having Tube Rose Snuff in their possession when the Tube Rose Man called at their home. The campaign was successful, reports the station, increasing Tube Rose sales 34 percent over the preceding six-week period.



FIRST PRIZE IN the merchandising contest for Arriba Wine was won by WBEE Chicago. This station float on behalf of the Italian Swiss Colony Wine beverage was a major factor.

Wine—Sungold Wine ran a campaign on WXOK Baton Rouge, La., for 13 weeks using 96 spots per week. A "Sungold Wine Treasure House" was set up exchanging prizes for special plastic bottleneck wrappers. Sales during the campaign increased 43 percent and the firm renewed for 26 weeks using the same format. The results prompted a sister company, the Baton Rouge Wholesale Co. for its Gypsy Rose Wine, to sign up for a 13-week drive utilizing 120 spots per week. (Cont'd on p. 35)

A MUST

for your Negro radio station!

NATIONWIDE NETWORK INC.

the only organization of its kind in the world
for over 20 years producing exclusively
for the Negro market

"ALL AMERICAN NEWS"

The only daily international Negro Radio News Service!
Vital! Exciting!

Tape transcriptions reaching the biggest audiences in the Negro Market.

"NEGRO SPORTS HISTORY"

This weekly show presents a strange and unusual human interest story about Negro athletes who have made sports history.

"NEGRO UNIVERSITY CHOIRS"

This thirty minute show introduces the finest Negro talent in American music.

These subjects are produced, edited and released by the same organization which is now producing the "At Home With Alma John" show weekly in 30 radio markets in 14 states.

These transcribed radio programs are available to radio stations, spot advertisers, station representatives, national or local sponsors.

Price Quotations on Request

Phone, Wire or Write for "Pilot" Tape

Send Your Request to:

NATIONWIDE NETWORK, INC. . 1733 Broadway, New York 19, N. Y.
JUdson 6-7782

RATINGS!
RESULTS!
RECOGNITION!
30 to 52% SHARE
(Los Angeles Negro Market Pulse March, 1960)
WINNER OF THE 1959 URBAN LEAGUE CIVIC AWARD
IN THE NATION'S 3RD LARGEST NEGRO MARKET
of more than
700,000



SOUTHERN CALIFORNIA'S
FIRST AND ONLY
All-Negro Appeal Station
★ ★ ★
24 HRS. A DAY
★ ★ ★
Transmitter Located in the heart of the Los Angeles Negro Community
REPS: Bernard Howard & Co., Inc. New York, Chicago, Atlanta
Torbet, Allen & Crane, San Francisco

Negro Station Key

The following information is taken from questionnaires returned by about 100 stations that replied to the third annual U. S. RADIO survey of Negro radio. Asterisk indicates member of the newly-formed Negro Radio Association.

Station	No. of Hrs. Negro Programming Weekly	% of Total Weekly Schedule
50 to 100 Percent		
ALABAMA		
WENN Birmingham*	93:30	100
WJLD Birmingham*	133	100
WEUP Huntsville	85:45	100
WGOK Mobile*	84	100
WMOZ Mobile	93	100
WRMA Montgomery*	98	100
ARKANSAS		
KOKY Little Rock*	90	100
CALIFORNIA		
KGFJ Hollywood	164	100
KDIA Oakland*	141	88
KSAN San Francisco*	147	100
DISTRICT OF COLUMBIA		
WOOK Washington	168	100
FLORIDA		
WOBS Jacksonville	84	100
WMBM Miami*	126	100
WTMP Tampa*		100
GEORGIA		
WAOK Atlanta*	168	100
WAUG Augusta	50	60
WCLS Columbus	84	100
WOKS Columbus	163	100
WIBB Macon*	90	100
WSOK Savannah	164	100
ILLINOIS		
WBEE Chicago	72	100
WGES Chicago	89	65
KENTUCKY		
WLOU Louisville*	98	100
LOUISIANA		
WXOK Baton Rouge*	91	100
WBOK New Orleans*	77	100
WYLD New Orleans*	126	100
KANB Shreveport	95	100
KOKA Shreveport*	90	100
MARYLAND		
WANN Annapolis	84	100
WEBB Baltimore*	90	100
WSID Baltimore	104	100
MICHIGAN		
WCHB Inkster (Detroit)	90	100
MISSISSIPPI		
WESY Greenville	84	100
WGVM Greenville	15	60
WOKJ Jackson*	97	100
MISSOURI		
KPRS Kansas City	85	100
KATZ St. Louis	142	100
NEW JERSEY		
WHBI Newark	22 (Sunday only)	100
WNJR Newark	140	100
NEW YORK		
WLIB New York*	93	93
NORTH CAROLINA		
WGIV Charlotte*	98	60
WSRC Durham*	92	100
WAAA Winston-Salem*	98	100
OHIO		
WCIN Cincinnati*	98	100
WABQ Cleveland*	90	100
WJMO Cleveland	154	95
PENNSYLVANIA		
WDAS Philadelphia*	147	100
WHAT Philadelphia*	163	100
WAMO Pittsburgh*	84	100
SOUTH CAROLINA		
WPAL Charleston*	85	100
WOIC Columbia*	90	100
WYNN Florence*	98	100
TENNESSEE		
WNOO Chattanooga	98	100
WDIA Memphis*	140	100
WLOK Memphis*	126	100
WVOL Nashville*	126	100
TEXAS		
KNOK Dallas-Fort Worth*	108	100
KCOH Houston	98	100
KYOK Houston*	126	100
VIRGINIA		
WRAP Norfolk	140	100
WANT Richmond	104	100
25 to 50 Percent		
FLORIDA		
WEBY Milton	30	30
GEORGIA		
WMGR Bainbridge	40	32
ILLINOIS		
WOPA Oak Park*	70	40
INDIANA		
WGEE Indianapolis	31	37
MISSISSIPPI		
WROX Clarksdale	36	30
NEW YORK		
WWRL New York	41:5	25.4

Station	No. of Hrs. Negro Programming Weekly	% of Total Weekly Schedule
SOUTH CAROLINA		
WLSC Loris	30	33.3
WATP Marion	30	33.3
Up to 25 Percent		
ALABAMA		
WAUD Auburn	25	20
WTCB Flomaton	10	8.5
WJOI Florence	21	Not Reported
ARKANSAS		
KBLO Hot Springs	10	10
FLORIDA		
WTRR Sanford	11:15	10
INDIANA		
WWCA Gary	18	13
KENTUCKY		
WMLF Pineville	6	.5
LOUISIANA		
KAOK Lake Charles*	20	18
KLIC Monroe	31	22
MARYLAND		
WITH Baltimore	27	19
MICHIGAN		
WMRP Flint	6.5	10
MISSISSIPPI		
WCPC Houston	14	18
WAPF McComb	10	12
WSSO Starkville	7	6
WROB West Point	23	20
NORTH CAROLINA		
WCNC Elizabeth City	24	20
WFAI Fayetteville	24	14
WELS Kinston	10	12
WGTM Wilson	17	13
OKLAHOMA		
KMUS Muskegon	12	9
SOUTH CAROLINA		
WAWS Anderson	26.5	19
WSSC Sumter	24	20
WALD Walterboro	10	8
TENNESSEE		
WKXY Knoxville	15	15
TEXAS		
KMHT Marshall	21	18
KJBC Midland	16.5	18
KMAC San Antonio	12	14
VIRGINIA		
WBRG Lynchburg	15	20
WSSV Petersburg	18	6

1,053,870

NEGROES

$1,117,793,000

SPENDABLE INCOME

THE

PIEDMONT PACKAGE

(In North Carolina, of course)

WAAA WSRC RADIO

Winston-Salem, Greensboro, Durham, Raleigh, High Point

Call Bob Dore for discount details

STORIES (Cont'd from p. 32)

Dollar Store—King's Dollar Stores, a large regional chain, opened a new store in Shreveport, La., last August 4. Their only radio effort was KOKA Shreveport, although much more money was spent in newspaper ads to reach the white market. After 10 announcements Wednesday afternoon and six Thursday morning before the 9 o'clock opening time, the station reports, Negroes outnumbered whites by about 50 to 1.

Canned Milk—Carnation Milk uses five quarter hours a week on WABQ Cleveland. The radio buy features the station's female personality, Valena Minor Williams, who is presented as the mother of a real Carnation family. WABQ conducts special weekend promotions in various stores. Some of these have been successful enough, the station reports, to move over 125 cases of Carnation Milk in a single store during a two-day period. • • •

SUCCESS REPEATS ITSELF!

In the Baltimore Negro market of 380,000 . . .

W-E-B-B

is

1 ST

AGAIN!

In every Pulse segment . . . thruout the broadcast day . . .

W-E-B-B is NUMBER 1

Source: Negro Pulse, May 19[illegible]

W-E-B-B

100% Negro programming

5,000 watts • 1360 kc

Baltimore 16, Md.

Represented by

Bernard Howard & Co., Inc.
20 E. 46th St., New York 17
OXford 7-3750



PET MILK conducted a gospel singing contest on the 64 Negro stations used in the current schedule. The finals were held in a Chicago high school auditorium and drew large crowds.

Pet Milk Thrives on Steady Radio Diet

Steady user of medium for well over a decade, Pet Milk finds radio best way to reach the Negro consumer

". . . We use radio because it seems the best way to reach the Negro consumer." This statement from Ray Morris, evaporated milk advertising manager of the Pet Milk Company, St. Louis, gets to the core of why the firm has been heavily involved in Negro radio for some 12 years.

Initially starting out in a relatively few markets, Pet Milk has steadily increased its use of Negro-appeal radio based on both the development of this specialized aspect of the sound medium, and the satisfactory results, explains Earl Hotze, account executive for Pet Milk at the Gardner Advertising Company. Currently, the evaporated milk product is being advertised in 64 Negro markets on a year-round schedule.

"This concentrated use of Negro radio," Mr. Hotze says, "is in keeping with Pet Milk's vertical market approach. The three vertical markets which are being given the most attention by Pet are the Negro, Spanish and farm. Of these three," Mr. Hotze continues, "the Negro market gets the largest share of the promotion budget."

"The main reason why we buy Negro-appeal radio," explains Mr. Morris, "is because throughout the country this group purchases one-and-one-half times as much of our product as do whites. And in the Southeast and Southwest, this purchase rate goes up to twice as much. Another favorable marketing factor is that the Negro, on the average, spends more on food than does the white."

Changes in the Negro market are making it more difficult to check the effectiveness of media, Mr. Morris says. "Our buying, of necessity, has to be done on faith to a large degree. One reason for this is that store checks are more difficult to take than ever because the supermarket revolution has also hit the South. This means that there, too, the 'mom and pop' stores are dwindling, and that Negroes are moving out of their own neighborhoods to shop in larger stores which whites also patronize.

Educational Job

"In addition to trying to keep up with the shifting Negro market," he continues, "we have a major educational job to do in getting people to use the dry evaporated milk. Consumption still tends to be higher on the liquid form. Radio helps us to do this. And we use radio because it seems the best way to reach the Negro consumer. Circulation in print is more difficult to match with our ads than in radio. And television is just beginning to make an impact in this market."

Other media employed by Pet Milk to reach the Negro audience include newspapers and 60-second films shown in motion picture theaters. However, Robert W. Vanasse, a Negro market specialist in the Pet Milk advertising department, states that the selected list of 64 radio stations now carrying the Pet announcements covers a potential of 90 percent of the total U.S. Negro population.

Also discussing the rapidly shifting elements that make up today's Negro market, Mr. Vanasse says,

"The market is a fast changing one. As soon as new data or research material is compiled, it is out of date. The population is shifting. The whole way of life is changing for the Negro. They have more leisure time and more money. The best way we have found to determine what the Negro market is really doing is to talk to the people in it. And that's why we use radio to talk to them all the time."

The programming format used by Pet Milk was developed by the firm and the Gardner agency about three years ago. It is built around a 30-minute transcribed feature that is broadcast between 10 a.m. and noon every Sunday. "In the more than a decade that Pet Milk has been using Negro radio," Mr. Hotze says, "spot announcements and 15-minute strips have been employed at various times. The decision to return to programming was made in order to help provide and control the environment that Pet felt necessary to most effectively promote and merchandise the product on a national basis."

Amplifying this statement, Mr. Morris states, "We believe in bringing the audience to the show, as well as the show to the audience. This is why we developed a gospel singing format on Sunday morning. We like to get our program and its commercials in a block programmed segment because we find this brings more response, as well as receptivity. Negro stations today carry a great many commercials. By developing our own program, we are able to get greater separation and product identification."



WINNER of the Pet Milk gospel singing contest, Sadie Louise Reed (c.), is seen with (l. to r.) Ray Morris, the firm's product advertising manager on evaporated milk; Miss Reed's accompanist, and Earl Hotze, Gardner Advertising account executive on evaporated milk. Miss Reed's prizes included, among others, a professional recording contract.



GOSPEL singing competition was tested on KCOH Houston. Station reports that the promotion drew 15,000 pieces of mail, and 4,000 people turned out for the contest.

Program Features

"The radio program," Mr. Vanase adds, "which is called *Sunday Morning*, blends all of the features for which Pet is looking. These are quiet and dignity, with an atmosphere to which the audience is receptive. Within the framework of this atmosphere, we integrate our sales message with the program. In this manner, we have found it more effective to develop a commercial that is easy to listen to and has a high degree of believability and acceptability."

The entertainment aspect of the weekly program is primarily built around gospel music. However, modified jazz is also included "because jazz and gospel are basic parts of the Negro culture," Mr. Vanasse says. "It is part of the Negro's way of life, just as country music is to the southern or rural white."

Pet likes to use four commercials in the half-hour format, Mr. Morris explains. But the program is so designed that three minutes are left open at the close of each show for the local use of churches in that particular market's Negro community. Mr. Morris points out that "this welds us even closer to local people and their interest."

A popular Negro personality, Sid McCoy, a disc jockey in the Chicago area, produces the *Sunday Morning* program for Pet Milk through the facilities of his own production firm. Mr. McCoy is also used to deliver the commercial messages. Mr. Morris says that the Negro personality "is used to talk directly to members of his own race. In preparing the commercials for the programs, we use regular copy and make no copy alterations because of this minority market."

Various themes are used for commercials, with some of them employing an emotional appeal, and others taking the form of hints to the housewife. Here is an example of

the latter approach:

When it comes to cooking are you always looking for new ideas?...for new ways to fix the family meals? Well, here's a suggestion from the Pet Milk Company...for a new meat loaf that's mighty delicious...and easy too. You just mix one pound of ground beef, one envelope of dry onion soup mix and one small can of Pet. That's all there is to it. The creamy smoothness of that double-rich Pet keeps the meat moist and easy to shape into a loaf...and Pet blends the onion flavor into the meal so it comes out the juiciest, most flavorful meat loaf ever. Better make a note of the easy ingredients . . . one pound of ground beef, one envelope of dry onion soup mix and one small can of Pet. ...mix and shape into a loaf ...and bake 50 minutes in a moderate oven of 350 degrees. Meatloaf that's mmmighty good...because its made with Pet...the double-rich milk.

To support and supplement its advertising efforts, Pet Milk also goes in heavily for promotions to the Negro market. The firm employs a home economist, a Negro cooking and homemaking specialist, who travels all over the country to meet and talk with Negro women. "One of the most unusual promotions to this market," Mr. Vanasse says, "involves a set of 11-year old quadruplets. They have been representing Pet products ever since they were born. They appear in events of particular interest to the Negro community."

Pet recently completed a promotion which involved each of the 64 radio stations carrying the *Sunday Morning* program. The event was called the first national Sunday Morning Gospel Singing Contest. Each radio station held local gospel singing contests. Each of the local finalists was auditioned by tape recordings, with the three top finalists being sent to Chicago for the final judging by three well-known figures in the gospel singing and music fields. The final competition was held in a high school auditorium, with Sid McCoy acting as the emcee. The winner was awarded a commercial recording contract with a record company, and a $250 donation by Pet Milk to the church or charity of her choice. Cash prizes were also awarded on the local station level.

Constantly keeping track of the swiftly changing patterns of the Negro market, Pet Milk and its agency are confident that Negro-appeal radio will continue to be its most effective means of reaching this important consumer group. And they expect to continue using radio as a primary medium of advertising, promotion, education and public service. • • •

Of the 64 stations used by Pet Milk, 22 are part of the Negro network of the Keystone Broadcasting System. Sidney J. Wolf, president of KBS (l.), states that "The number of Negro-appeal radio stations comprising Keystone's Negro network is 463, a number which is growing in light of the new and increasing interest of national as well as regional and local advertisers in seeking this specialized market as consumers of their goods and services." Mr. Wolf is seen with Edwin R. Peterson, senior vice president of Keystone, checking firm's transcription library.



TODAY, PHILADELPHIA, AMERICA'S THIRD LARGEST NEGRO MARKET, IS THE 13th LARGEST CITY IN THE ENTIRE U.S.A.



THE TOP 25 AMERICAN CITIES

RANK	CITY	POPULATION 1960	1950
1	New York	7,710,346	7,891,957
2	Chicago	3,492,945	3,620,962
3	Los Angeles	2,448,018	1,970,358
*4	Philadelphia	1,959,966	2,071,605
5	Detroit	1,672,574	1,849,568
6	Houston	932,680	596,163
7	Baltimore	921,363	949,708
8	Cleveland	869,867	914,808
9	Washington	746,958	802,178
10	St. Louis	740,424	856,796
11	Milwaukee	734,788	637,392
12	San Francisco	715,609	775,357
**13	Philadelphia Negro	686,000	480,000
14	Boston	677,626	801,444
15	Dallas	672,117	434,462
16	New Orleans	620,979	570,445
17	Pittsburgh	600,684	676,806
18	San Antonio	584,471	408,442
19	Seattle	550,525	467,591
20	San Diego	547,294	334,387
21	Buffalo	528,387	580,132
22	Memphis	491,691	396,000
23	Denver	489,217	415,786
24	Cincinnati	487,462	503,998
25	Atlanta	485,425	331,314

*Includes Entire Population.. White and Negro. Note Decline of the General Population

**Includes Negro Population Only! Note Increase of 206,000 Since 1950

YES, THE PHILADELPHIA NEGRO MARKET IS BIGGER AND GROWING FASTER THAN SUCH FAMOUS CITIES AS

- Boston
- Dallas
- New Orleans
- Pittsburgh
- San Antonio
- Cincinnati
- Atlanta
- Minneapolis
- Indianapolis
- Kansas City

SURVEYS PROVE WDAS FIRST IN ALL NEGRO RATING SERVICES

TRENDEX / HOOPER / PULSE

WDAS

1480 ON THE DIAL

Represented Nationally by

BERNARD HOWARD CO.

NEW YORK / SAN FRANCISCO / ATLANTA / CHICAGO / LOS ANGELES

ALEX KLEIN, *National Sales Manager*

WDAS, Belmont & Edgley Rd., Phila. 31, Pa.

KSAN

LEADS AGAIN IN 1960 IN THE RICH

S.F.-OAKLAND

NEGRO MARKET OF 342,000

1ST *again* **IN CONLAN SURVEY (June '60, S.F.-Oakland Negro Market**

49.2% AVERAGE SHARE OF AUDIENCE

1ST *again* **IN PULSE (June '60, S.F.-Oakland Metro. Area Negro Market)**

24.3% AVERAGE SHARE OF AUDIENCE

JOIN THE LEADING NATIONAL ADVERTISERS WHO ARE USING KSAN *again* **IN 1960.**

JOIN THE LOCAL ADVERTISERS WHO ARE USING KSAN *again* **IN 1960.**

IDENTIFY YOUR PRODUCTS AND SERVICES WITH THE PRESTIGE KSAN ENJOYS IN THE RICH S.F.-OAKLAND NEGRO MARKET

You'll sell more to Negro families if you use the station the Bay Area Negro families listen to and accept the most . . .

Represented by:

BOB DORE ASSOCIATES

New York
420 Madison Ave.

Chicago
435 N. Michigan Ave.
Room 1817

Los Angeles
5746 Sunset Blvd.
Hollywood, Calif.

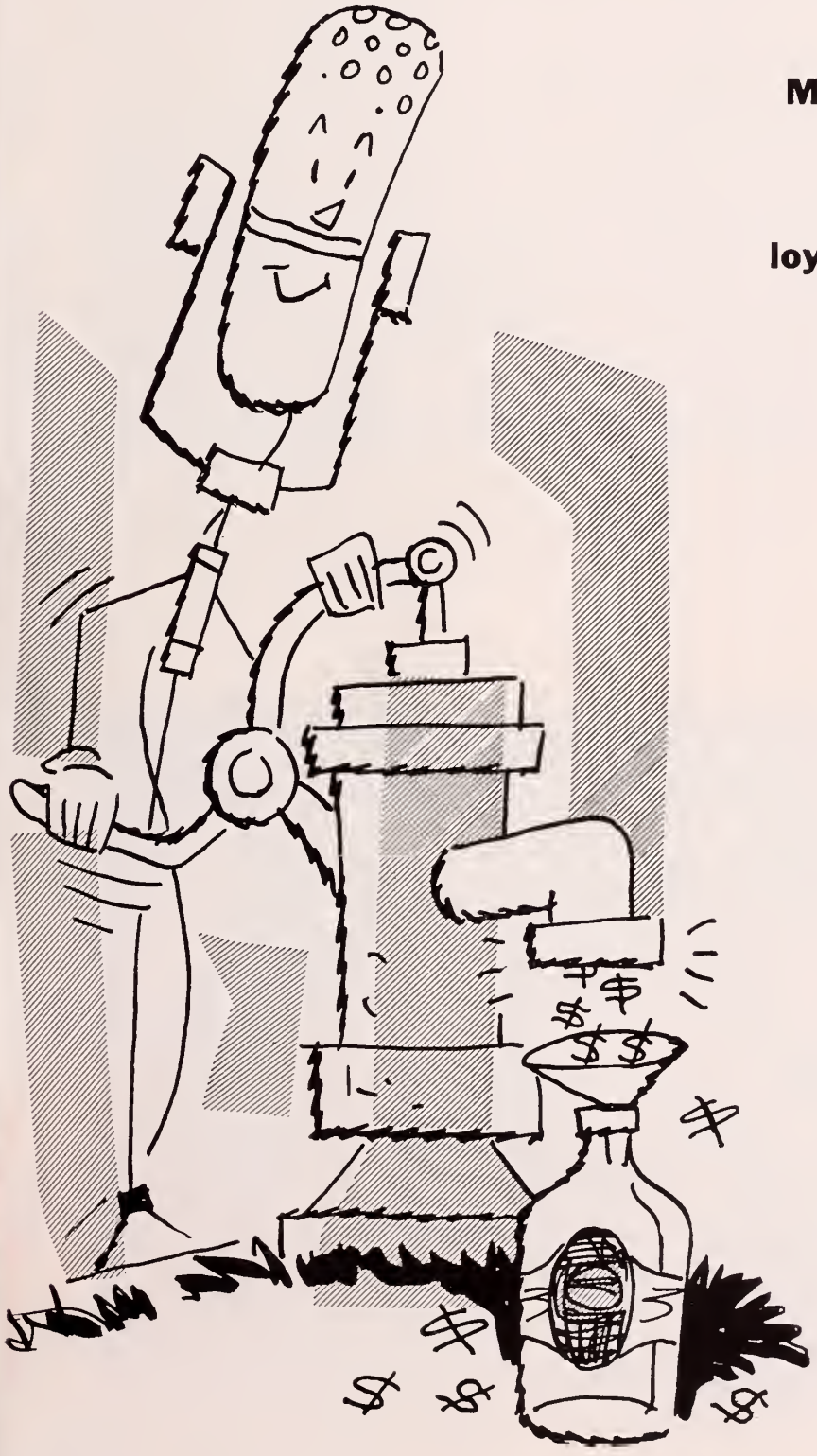
DORA-CLAYTON AGENCY
Atlanta
502 Mortgage Guarantee Bldg.

WILLIAM J. WAGNER & ASSOC.
Seattle
1001 Tower Bldg.

KSAN
1111 MARKET STREET
SAN FRANCISCO, CALIF.

Write **KSAN** *1111 Market Street, S.F., for your free copy of the 1960 market study "The Negro Consumer".*

Radio Primes Pump For Bottled Water



Mountain Valley Water Co. finds radio delivers most loyal customers; marks ten years on sound medium

Selling water to householders is not the easiest thing in the world to do. There is plenty of it everywhere for free. But there are large numbers of people, who, for reasons of health or personal choice, buy bottled mineral water regularly.

How can a bottler and distributor of mineral water use mass media, such as radio, to reach this specialized consumer group?

Switch to Radio

The Mountain Valley Water Co., New York, first used radio in 1950, reports its president John Scott, after a long history of advertising in newspapers and direct mail. At that time, the company bought a small schedule on one New York station.

By the end of 1960, according to Mr. Scott, Mountain Valley will have spent $75,000 in radio for the year.

Mr. Scott explains that each distributor plans and provides for his own advertising in his marketing

area. "Although we make suggestions from the home office for local advertising, the distributor makes all the final decisions. In cities where special programming is not used," he points out, "the distributor often uses spot. Spot is on in Chicago and Pittsburgh now, and in Detroit our distributor is using spot on a foreign language station.

"Today, I can honestly say that we have never used anything more effective than radio," Mr. Scott asserts. "In a 1956 survey, after six years of radio advertising, we found that the customers acquired through radio were 10 times better than those solicited by other media," he says.

Defining a good customer, Mr. Scott calls him one who has reordered the product 10 times or more. "Our customers who have come to us through radio advertising have been, by far, our most loyal," he says.

"Another reason for our gradually expanded use of radio is its relative economy as a producer of sales. From comparison studies we have made of new customers gained from various media, we have learned that we get 22 percent more inquiries per dollar from radio," Mr. Scott points out.

Breaking down the cost per new customer, Mr. Scott reports these figures: "The average cost-per-customer from our radio advertising is $4.10, against an over-all media average of $7.73."

Seek New Customers

In seeking new customers, how has the company used radio effectively to find its most likely prospects for a product that by nature appeals to a limited group?

"In face of the vastly diverse nature of the total radio audience," Mr. Scott explains, "we did not want to spread our radio budget over the broadcast day with scattered spots. We felt that we would be reaching too many listeners who were not genuine prospects for bottled mineral water.

"We knew that our most likely customers would be health-minded, so we looked for a radio program that appealed specifically to a health-conscious audience. In 1950, we decided to buy spots on a program that had this kind of following on WMGM New York."

The program was "Living Should Be Fun," which is now on WOR New York and in 28 other U. S. markets, syndicated by C. F. Productions, Inc. It is a 25-minute show aired five days a week by Carlton Fredericks, a nutrition specialist who guides his listeners toward better health with tips on diet and other data.

Mountain Valley now advertises on the Fredericks program in six markets. The company buys a year-round schedule of three to five spots per week on WOR New York, WGAR Cleveland, WKYW Louisville, WLW Cincinnati, WJMJ Philadelphia and WIBX Utica, N.Y.

In explaining the characteristics of the listeners that make the program a good vehicle for selling mineral water, Mr. Scott points out that the audience is highly intelligent and health-minded.



MOUNTAIN VALLEY water is poured by hostess Carol Ashley at New York's Gaslight Club. Company president John Scott stands second from right. Mountain Valley Water Co.'s distributors in six markets spent $75,000 in radio this year.



NUTRITION LECTURE is delivered by Carlton Fredericks (c.) whose program "Living Should Be Fun" is the prime vehicle for Mountain Valley's radio advertising. Company uses spot schedules in markets where Fredericks' program is not carried.

"The average age of a customer gained from the program is 10 to 15 years younger than other customers. This makes him just under 50 years old, an age when he is more health-conscious, let's say, than when he was 35. And when he becomes a customer at age 50, the chances are that he will remain loyal to the product the rest of his life," he explains.

Live Commercials

"Each commercial is delivered live by Mr. Fredericks," he points out, "which naturally lends the advantage of associated authority to the message. He is often half-way through the spot before the listener realizes what is happening."

To keep a finger on listenership response, the commercial message ends with the suggestion to write or call the company for information on how to order mineral water. In New York, a series of special telephone numbers lead directly to the Mountain Valley main office. Once a sale is made, the company is able to keep tabs on the consumer's buying pattern.

"We have discovered that our inquiries come from a highly heterogenous group," says Mr. Scott. "In New York we have received inquiries from people living in Harlem, on Park Avenue and the West Side."

He points to the telephone and write-in response as a measure of radio's success in other markets, too.

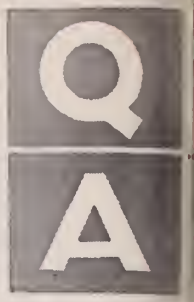
In Utica, N.Y., where Mountain Valley Water had virtually no distribution until two years ago, Mr. Scott reports that it was decided to use only radio in that market to make a concentrated effort for new customers. "After spots had been running for one year, sales rose to the point where the advertising has become completely self-supporting and worthwhile to continue," he says.

In Philadelphia, the Mountain Valley distributor purchased a schedule of spots on the Fredericks program after many years of newspaper advertising. According to the distributor, Charles F. Craig, "Sales from the radio spots came in at a rate far superior to the rate from newspaper ads." He attributes this response to the station's impact as well as Mr. Fredericks' personal endorsement period. Mr. Craig has since stopped newspaper advertising, and the bulk of the ad budget is now concentrated on radio.

Early Start

Mountain Valley got its start back in 1908 through a chance meeting of two well-known men who were strangers to one another. William Randolph Hearst, the famous publisher, and Richard Canfield, a prosperous restauranteur, found themselves sharing a table on a railroad dining car. The two men exchanged introductions, and Mr. Canfield remarked on the peculiar taste of the drinking water in their glasses. After a brief discussion, they agreed that what was needed was a pure, palatable drinking water. They put up equal shares of capital and founded the company. • • •

question and answers



THE QUESTION:

Would a central rating system be practical?

GEORGE C. NEUMANN, VICE PRESIDENT GOOD HUMOR CORP., NEW YORK:



Today we are wrapped in a radio rating complex which gives us pages of conflicting results. Yet, there seems to be no major movement to really solve the situation.

The need is clear, especially with so many new stations operating and each evolving its own listener profile. Gone are the days when the buyer could apply his own knowledge of network shows to the majority of outlets. In today's tighter market he must have reliable local information. How can you criticize him when he plans to purchase time in a city and finds that just about every station is in first place? And each representative has figures to prove his claim. Since the outlets are equal in standing, he turns to rates. Price becomes the measure.

An industry-sponsored service must be made practical. There is too much national billing at stake if it is not. Media dollars are being justified far more closely today by agencies and advertisers, and indications are that this "auditing" will continue to increase.

The problem seems as much a human as a technical one. The various services were born to fill specific needs: Speed, lower cost, depth of breakdown, coverage. Each system argues in its defense so that no compromise seems apparent from this direction.

Stations, fighting for budgets in a highly competitive market, invariably favor the service which rates them best. There seems little chance of initiating reform here, or through groups the stations control.

I believe the only practical way to lick this problem is through the major advertising agencies. They badly need a reliable measurement of local listenership.

Many technical problems exist: Sampling, speed, depth of information. But the industry's combined experience in the field should find solutions once the initiative is taken.

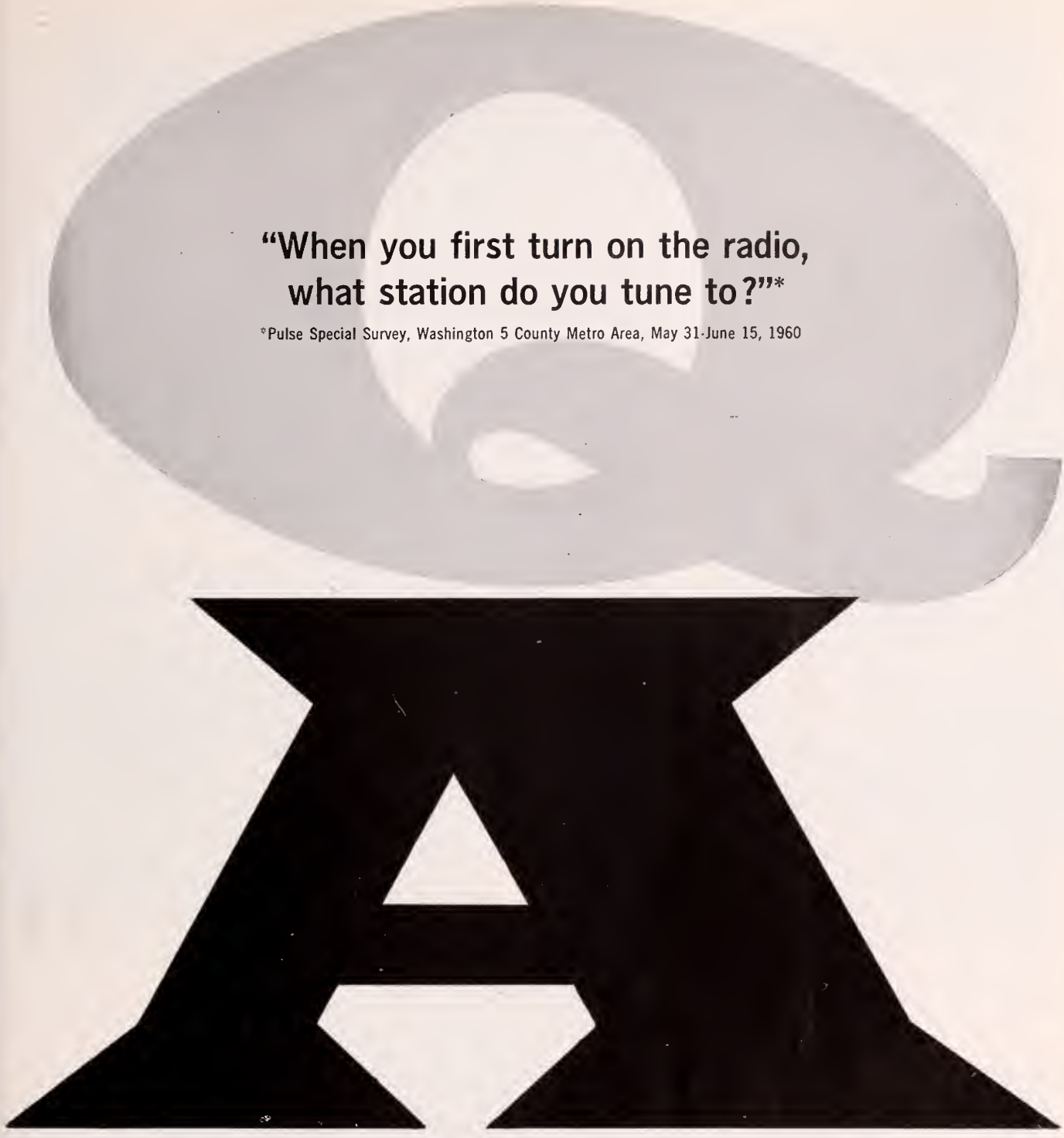
MARVIN RICHFIELD, MEDIA DIRECTOR ERWIN WASEY, RUTHRAUFF & RYAN INC., N.Y.:



First, let's examine whether or not a real need exists for improved radio research information. I believe the radio industry should sponsor a central rating service. Apparently, the existing rating services do not go far enough. Current research is misleading to clients and agencies, not on a basis of honesty, but on a basis of technique.

Advertisers are less interested in counting ears and dividing by two than in reaching sales prospects. They know radio "works," but they aren't certain that cost-per-prospect in terms of actual sales is competitive to other media. They would like to know who listens to what and how many sales will result from the act of listening.

How much would a central rating system cost and who would pay for it? I feel certain that radio stations and their representatives, together with leading advertising agencies, would find that a tiny percentage of total billing would be more than adequate for the task. The cost would be more than offset by a resulting rise in national billings. • • •



"When you first turn on the radio, what station do you tune to?"*

*Pulse Special Survey, Washington 5 County Metro Area, May 31-June 15, 1960

WWDC FIRST. Greater Washington, D.C. radio listeners tune us first in preference over the 16 other stations in the market. Let us help transfer this instinctive preference to your product.

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

For full details on radio leadership, write WWDC or ask your Blair man for a copy of WWDC's new "Profile of Preference."

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR

focus on radio

A Quick Glance At People, Places
And Events Around Radio-Land



STATE TROOPER Frank Dowling pastes first sticker to police car in Connecticut safety campaign sponsored by WDRC Hartford. General Manager Victor E. Forker (c.) and Connecticut State Police Major Leslie Williams watch.



DOG CHASER title goes to Frosty Fowler (l., holding net), KING Seattle deejay. His duties are "official" for all University of Washington home football games . . . keep the "Husky" gridiron clear of all dogs. College cheerleaders voted him to post.



EMPLOYEES of St. Louis ad agency, Batz-Hodgson-Neuwoehner Inc., tune in for broadcast they purchased in honor of agency's 10th anniversary. Time was purchased on all 14 St. Louis stations at noon to offer congratulations to Earl Batz, Charles Hodgson and Hi Neuwoehner, agency founders.



"FOOTBALL was never like this," exclaims Roger Carroll (l.) KMPC Hollywood, as he passes the pigskin to make Helen Zagorsky "Miss Football 1960." She won station contest, and will rule over 1960 football broadcasts.



COMEDIAN Don Rice (c.) entertains KFMB San Diego guests after "Operation Jet Scan." San Francisco agency people flew over KFMB coverage area in Pacific Southwest Airlines plane. To right of stewardesses is Don Ross, KFMB's program director.



RADIO DAY luncheon at Los Angeles Advertising Club brings together guest speaker Bob Light (c.), president of Southern California Broadcasters Association, Bob Andrews (l.) KBIG Catalina station manager and J. Neil Reagan, McCann-Erickson v.p.



CARNATION BOUQUET goes to Ginny Conway (l.), McCann-Erickson, New York, at 25th anniversary cocktail party given for buyers at New York's Hotel Roosevelt by KWK St. Louis and WEMP Milwaukee. Others are (l. to r.) Lou Kennedy, Kenyon & Eckhardt, John Curran, McCann-Erickson and Bill Jones of Station KWK.

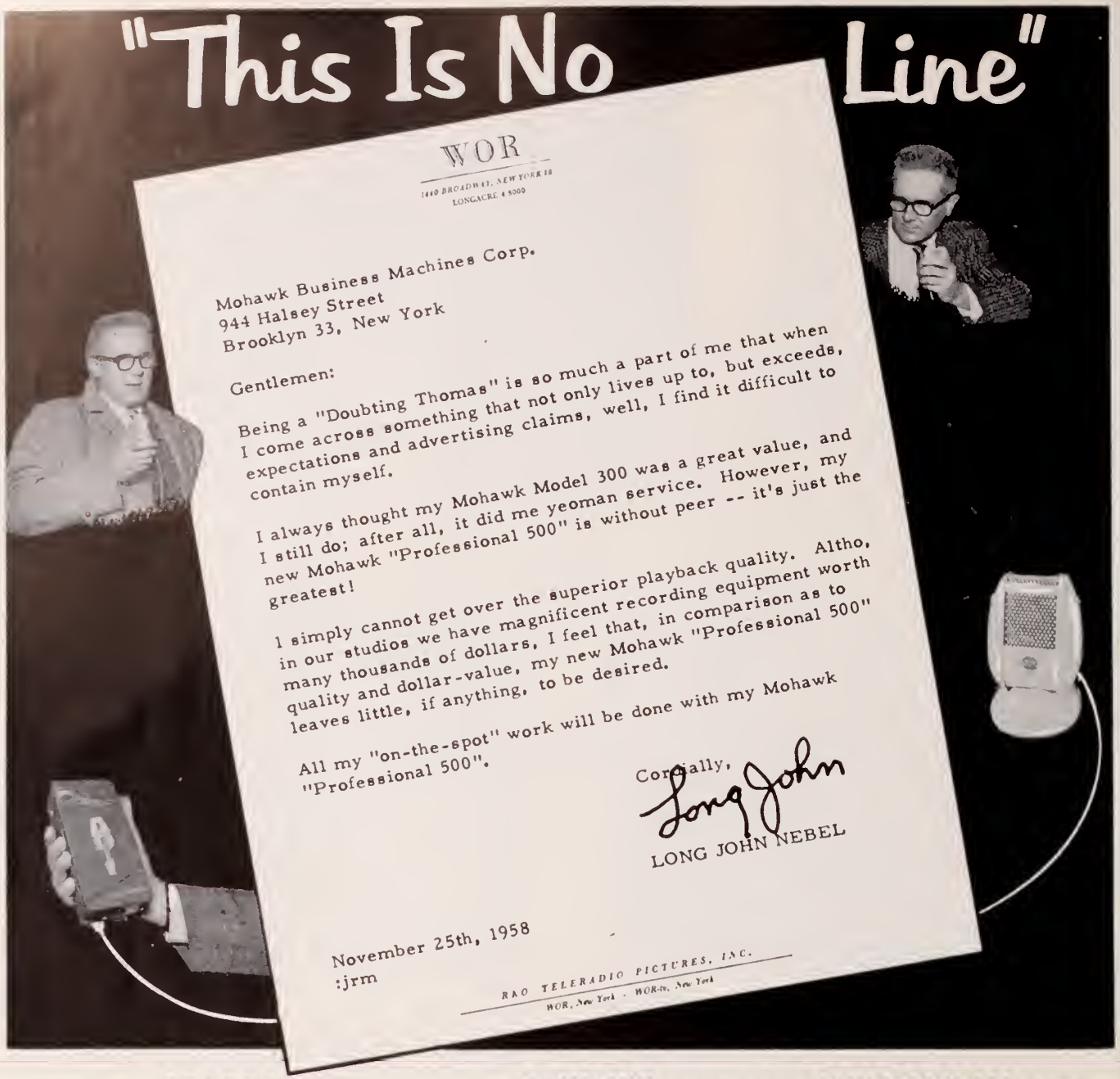
GRAND OPENING of Martin's Paint Store, Levittown, N.Y., gets send-off help from Bob Callan (l.) and Joe O'Brien of WMCA New York. They broadcast direct from the store to give the opening sparkle for customers bent on "painting it up" with bargains.





AGENCY MEN Jack Levins and Pete Schulte, Ted Bates Inc., New York, get honorary citizenship papers from Christopher Columbus. Miss WCOL Columbus (c.) guided him throughout New York on Columbus Day, started with 5th Ave. parade, ended with agency tour.

"This Is No Line"



FEATURES

- **Exclusive VU METER for distortion control**
- **TAPE SPEED: 3¾" per second**
- **WOW & FLUTTER: 0.3%**
- **FREQUENCY RESPONSE: 50-10,000; ± 3 db range 100-8000**
- **OUTPUTS: 2-One 10mw at 2,000 ohms; Two Zero VU at 600 ohms**
- **Requires NO ELECTRICITY**
- **Operates on a SINGLE battery**
- **Completely TRANSISTORIZED**
- **Weighs ONLY 3 lbs.**
- **All recordings can be MONITORED**
- **Optional accessories for every conceivable use**

MOHAWK midgetape PROFESSIONAL 500

World's First Broadcast Quality Pocket Tape Recorder

A Palm-size Engineering Masterpiece that instantly captures and records any conversation, music or other sound and plays it right back in rich, professional Hi-Fidelity quality for radio broadcasting — TV — and many other business and personal uses.

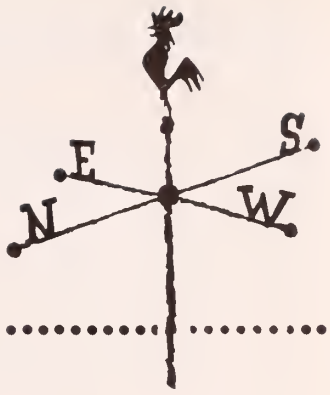
HEARING IS BELIEVING

For literature and a Free Demonstration in your office, write Dept. USR

mohawk
business machines corporation
944 halsey st., brooklyn 33, new york
telephone glenmore 5-9570

hometown USA

- Commercial Clinic
- Station Log
- BPA Memo (Local Promotion)
- Radio Registers



Peoples Broadcasting Views on Radio

Report on how this subsidiary of Nationwide Insurance applies basic philosophy of parent company to local broadcasting



REX MESSERSMITH (r.), farm director of WNAX Yankton, S. D., interviews farmer attending events at the national plowing contest co-sponsored by the radio station.

The reasons behind an organization's entry into the field of broadcasting often provide guides to the type of operation that will be established and maintained. In 1946, the Nationwide Insurance Company set up the Peoples Broadcasting Corp. as a subsidiary. The firm had two fundamental objectives in taking this step, according to Arthur Schofield, assistant to the president of Peoples Broadcasting. "One was to help make sure that the channels of communication are kept free and open," he says. "The second was to extend Nationwide's basic philosophy. This philosophy, briefly, is that through the American way of life, people can work together to develop an economy of abundance that will provide a maximum of security and freedom."

Although this philosophy is applied in all PBC stations, it is pointed out, the specific manner in which it is implemented varies with the individual community being served. Starting with WRFD Worthington, O., in 1946, Peoples has since expanded its radio operations to include WMMN Fairmont, W. Va.; WTTM Trenton, N. J.; WGAR Cleveland, and WNAX Yankton, S. D.

"Each of these stations has a per-

(Cont'd on p. 50)

sonality and program service of its own," Mr. Schofield states. "WNAX and WRFD are essentially wide area farm stations. WGAR serves a major metropolitan market with a balanced program service ranging from symphony concerts to professional football broadcasts. The programming of WTTM reflects the fact that it is located in the state capital of New Jersey and, therefore, has a responsibility for programs that concentrate on the local and state political and governmental scene. In the case of WMMN," Mr. Schofield continues, "there are a number of programs of special interest to miners and the mining industry, since this is the key industry in the community being served."

As further evidence that each of the PBC stations tailors its operation to the specific requirements of the community, Mr. Schofield says that one outlet is an independent station, one is an affiliate of the Mutual Broadcasting System and the remaining radio stations are Columbia Brodacasting System affiliates.

"Despite these differences," he declares, "the PBC stations have much in common—all of them operate under the basic broadcasting concepts and standards which have been evolved by Peoples. These concepts may be summarized as follows:

"1. Radio broadcasting is an important medium for news and information. Therefore, each station must maintain a strong and vigorous news department responsible for disseminating news and information to its community and state, as well as coverage of national and international news.

"2. Each station must become a part of the community and get to know the people of that community. To facilitate this, employees are given time to actively serve in various local organizations.

"3. Entertainment segments at PBC stations are designed to appeal to all members of the family."

In keeping with the public's growing interest in news and information, the PBC management has been carrying on a definite program to give the news directors of its various stations a first-hand knowledge of important national and international happenings. "The stations have sent their newsmen to every part of the world," Mr. Schofield says. "There was a PBC reporter on the scene during the Hungarian uprising. When the Near East became a trouble spot, a PBC man was dispatched to the area. Several PBC newsmen were sent to Russia, and several were accredited correspondents to the Atomic Energy Committee meetings in Switzerland.

"Although each of the newsmen covers an event primarily for his individual station, he continues, "tapes of stories of particular interest and importance are made available to the other PBC radio outlets."

Supplementing its direct program service, and the individual efforts of its employees, PBC stations are also deeply involved in many community projects. Mr. Schofield explains that each station makes financial contributions to schools, colleges

Now you can listen and compare before you buy the rich Syracuse N.Y. market



at our expense

tune in by telephone

. . . Get the proof of WFBL leadership! Make a personal survey of station programming in Syracuse—by telephone. Call WFBL collect at any time of day or night to hear the live broadcast of the moment by any or all stations. We think you'll agree with local listeners and advertisers; the most enjoyable good music, the best news reporting in Central New York is heard on WFBL. It delivers the audience you want to sell. Listen, compare. Prove it to yourself. Phone HOward 3-8631 collect. Ask for Sponsor Listening Service.

WFBL radio 5000 WATTS DAY AND NIGHT

FIRST IN CENTRAL NEW YORK

REPRESENTED NATIONALLY BY GEORGE P. HOLLINGBERY CO.

and cultural institutions in the areas served, as well as sponsoring college scholarships.

As another example, PBC, on behalf of WRFB and WGAR, presents awards to finalists in high school announcing and program contests held under the auspices of the Ohio High School Speech League and Ohio State University. In still another vein, WGAR has contributed $10,000 to the Cleveland Symphony for a number of years to help defray the costs of an annual series of public concerts.

"A particularly interesting example of the various ways and means in which a station can enter into many facets of the community is found at the site of WRFD, which services the Columbus, O., area," Mr. Schofield asserts. "PBC has turned over some 260 acres to be used as a public picnic grounds and recreation area. Thousands of men, women and children make use of these facilities throughout the year.

Cultural Contribution

"The WRFD site is also the home of the Playhouse-on-the-Green, which is the only professional summer stock theater in the Columbus area. PBC believes that making this facility available helps make a contribution to the cultural environment of the community. In another step to add new facilities to the community, as well as to attract new business into the area," Mr. Schofield continues, "another portion of the WRFD tract will be the site of a large motel with special facilities for organizations holding sales meetings and conventions."

A much publicized event conducted by a PBC station was the national plowing contest sponsored by WNAX Yankton. Held late in September, the affair drew some 160,000 people who had the opportunity to hear the two presidential candidates make speeches, as well as inspect a display of farm equipment said to be worth more than $5 million.

"All of these activities, we feel," Mr. Schofield concludes, "help to demonstrate the basic approach to broadcasting taken by the Peoples Broadcasting Corp." • • •

Hooper Says:

from 7 AM to 6 PM WKMI's share is greater than all other stations (AM & FM) heard in Kalamazoo —put together!

WKMI

NO. 1 — BUT GOOD!

Call our BTS Rep. for the Scoop

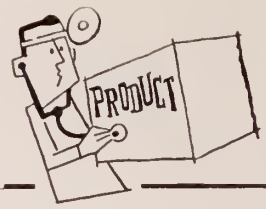
WKMI

Kalamazoo, Michigan

5,000 Watts. 24 Hours a Day

Western Michigan's Most Powerful Independent

commercial clinic



Commercials With Jazz Make Listeners Bright-Eyed, Not Bleary

As a sales weapon, a commercial must meet one test of battle that makes it truly stand out as effective: Do people really listen? If the answer is yes, a campaign is on solid ground. And if it's "no," that answer poses another question: What can be done about it?

Often suggested, of course, is the standard cure-all of making the commercial "different." One man who has some definite feelings on how to get listenership from a commercial is Alexander "Sascha" Burland, president of C Hear Services Inc., New York.

"One way to get the audience to wake up and listen is to use jazz as the musical background," he explains, noting that he has used this method successfully in producing a number of radio spots.

"Jazz has a beat and emotional quality that gets under the skin of people," Mr. Burland points out, "and after all, that's what the advertiser wants to do in his commercial, get under the skin of people.

"For years," he says, "jingle and copy writers turned out the 'hit-'em-over-the-head' type of commercial. Demands by advertisers for 'hammering' the sales message were supported by the supposition that irritation, as well as repetition, was necessary in order to sell.

"Because advertisers tend to imitate one another, the airways were full of the same type commercials. Naturally, with all the commercials sounding alike, they tended to cancel each other out.

"As a result, there was a shift to an entertaining spot, a commercial that would elate rather than irritate," he recalls. "The idea was to coerce people pleasantly toward a product."

With the advent of the so-called "entertainment" commercial, Mr. Burland explains that another problem developed: "Commercials with jingles that entertain compete with the popular music played on a station. The two are battling for listeners on their own home ground: Entertainment."

He adds that "the music of the regular program fare is written, produced and performed by the top artists in show business. And the only way to hold the listener's attention over long enough to hear the commercial is to use an exciting combination of sounds."

Although the type of music he writes depends on the campaign and product, Mr. Burland prefers to work with jazz.

"Jazz is the only music that is truly American in character. It is our own form, not borrowed from that of another culture. For this reason, it elicits an emotional response from people that no other type of music can simulate on such a broad scale. Jazz has a mass appeal as well as a class appeal. When identified with a product in a commercial, it stands out against other commercials as well as most popular records," he says.

Whenever possible, Mr. Burland likes to "salt" the words in a commercial with a subtle humor. He feels that this adds to the palatability of the message by making it even more entertaining. "Here, too, it's absolutely necessary to be imaginative. Nothing is so old or so dead as stale humor," he asserts.

"It is often much better to produce the radio commercials in an ad campaign before the print ads have been planned," Mr. Burland suggests. "The long-favored habit of mapping the print strategy before the broadcast is outmoded.

"A print ad may be seen only once by a reader during a campaign, depending on how many magazines, and which magazines he reads. On the other hand, the same person may have steady listening and viewing habits that expose him repeatedly to the broadcast message. So it makes much more sense to work on the jingle and copy framework at the beginning, and carry the theme over into print for a campaign of more unity."

Commercial Contest

An international contest for the best radio and television commercials is underway, sponsored by the Hollywood Advertising Club.

Advertisers, agencies, producers of broadcast commercials and stations may enter the competition for awards, to be presented during Advertising Week, February 5 through 11, 1961.

Awards will go to radio commercials in seven classes: Local or one market commercials of any length or types; musical commercials of one minute or more, and 30 and 20 seconds; and spoken commercials of minute, 30- and 20-second duration. A grand prize will be awarded regardless of category.

Although the competition is worldwide, radio entries must be in English, transcribed at 33 1/3 r.p.m.

Deadline for entries is December 31. • • •

New 93-county Pulse confirms historic fact of WHO's impact in farm homes!

WHO Radio coverage area is America's 14th largest radio market!

EACH year since 1938 the "Iowa Radio Audience Survey" has proved 50,000-Watt WHO Radio to be the great favorite of Iowa farm radio families. Listenership of our Farm News programs has always topped those of the next *two, three or four stations combined!*

1960 is no exception! Proof is in the new 93-County Area* Pulse Survey which covered an area served by more than 85 radio stations.

WHO Radio farm ratings are phenomenal during the periods when farm families listen *most* to radio (6 a.m.-8:30 a.m., Noon-1:30 p.m., 5:30 p.m.-7:00 p.m. — Monday through Saturday). For example, WHO Radio's share of farm homes using radio exceeds that of the next *three* stations combined in 70% of all quarter hours surveyed. It exceeds that of the next *two* stations combined in *all* quarter hours.

But the farm radio audience accounts for only 28.4% of all homes reached by 50,000-Watt WHO Radio in this tremendous 93-county area. WHO Radio's showing among urban radio families is equally spectacular.

Ask your PGW Colonel about all the up-to-date facts on WHO Radio — serving America's 14th largest radio market!

*This area includes 68% (93 of 137) of the counties in which WHO Radio has 10% or more NCS No. 2 penetration.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *Representatives*



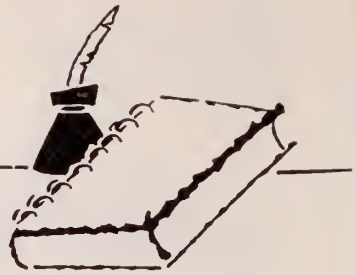
A SILVER SPOON IS NOT ENOUGH

She may be born with "advantages" and raised with love—but there still can be plenty lacking. That is, if the school she goes to isn't good enough. Crowded classrooms, unqualified teachers, outdated equipment, inadequate curriculum—any one of these can shortchange your child's education and her future. Look into the quality of the schools she'll attend—work through your local committees or your School Board for their improvement. Doesn't she deserve the best?



FREE BOOKLET! Measure the *quality* of education offered in your child's school. Find out how it compares with the best in the country...how you can make it better. For your copy—and free guidance on many school problems—write: **Better Schools, 9 East 40th Street, New York 16, New York.**

station log



► News:

Evidence of activity by stations to stimulate industrial growth, and encourage students to enter broadcast journalism coincided recently with efforts of a national advertiser to highlight radio's contributions to physical education.

In Sacramento, KRAK and the Sacramento Chamber of Commerce have worked out a cooperative project to attract industry to the community.

KRAK staff members wrote and produced a 12-minute dramatization of the city as seen through the eyes of a typical resident family. The recording covers the social life, school system, recreational facilities, housing, business and industrial aspects of Sacramento.

The Chamber of Commerce is mailing the record to key figures in industrial development circles in all parts of the country.

A corporate effort to promote community interest offers writers and producers of radio broadcasts in the field of physical education a $1,000 award from American Machine & Foundry Co. The award will be made to the best broadcast during 1960 as part of National Recreation Month observance, June 1961. The judges will focus on broadcasts calling attention to needs for improved physical recreation services, individuals and groups working in this area and the overall physical recreation situation.

Seeking guidance from broadcasters, high school editors and their faculty advisers converged on the studios of WSB Atlanta last week for the second annual WSB News Broadcasting Conference. News broadcasting demonstrations were given by the station's news team, with faculty members of the University of Georgia's Henry W. Grady School of Journalism participating. Seeking to further education in the communications field, the conference is followed by a contest open to students who attended. Students submitting their various interpretations of conference functions are eligible for a first place prize of a year's college tuition.



TIME CAPSULE marking 25th anniversary of WLEU Erie, Pa., gets copy of U. S. RADIO held by model Joan Prybor. Capsule's home for 25 years will be Erie's new shopping mall. It will be opened on station's 50th anniversary.

► Programming

The trend toward greater variety in local program content received a boost forward recently when WTMJ Milwaukee reported it had broadcast some 4,900 "Vignette" features since January. The 60-second "Vignettes" range from household tips and cooking hints to handyman ideas, current events and sports features. WTMJ's 18 announcers and personalities tape from 10 to 12 features, with three or four recordings each week. About 1,000 of the "Vi-

(Cont'd on p. 55)

WITHIN A STONE'S THROW
OF COMMUNICATIONS ROW!

One of New York's most desirable locations

MADISON AVENUE
AT 52nd STREET



A Bigger and Better

Berkshire
HOTEL

Just steps from anywhere . . . now with 500 individually decorated rooms and suites — and completely air conditioned.



The magnificent new

BARBERRY
17 E. 52 St.

Your rendezvous for dining deliberately and well . . . open every day of the week for luncheon, cocktails, dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138

KNOTT HOTELS

guettes" from both listeners and advertisers.

A school bus safety program has been inaugurated by WSEN Baldwinsville, N. Y. Master schedules of bus operations in five suburban school districts in the Syracuse area aid in pin-pointing exact locations of buses when announcements are aired. Motorists are cautioned to watch for buses unloading pupils. The program, sponsored by a brake repair service, originated when WSEN learned that the five districts transport 24,000 pupils daily, picking many of them up on heavily traveled main highways.

► Public Service

A move to establish closer contact with community problems was made recently by WBAL Baltimore. The station formed a Community Advisory Council to stimulate public service coverage. Council members include Gov. J. Millard Tawes, Mayor J. Harold Grady of Baltimore and various religious leaders and heads of civic groups. The council will keep the station informed of public service needs through meetings and special contact during the year.

Another station tapping sources of public service, WJBK Detroit recently enlisted ideas from local citizens. The station invited more than 100 Detroiters—250 business, labor and civic leaders as well as 300 lay citizens—to select the most vital civic needs of the community. WJBK's community projects department will take cues from the replies for special public service programs.

Newfoundland's three school districts started the semester this fall with full rosters of teachers after a six-month teacher's exchange program on CJON St. John's, the station reports. Over 600 applicants responded to the broadcasts of schools seeking teachers and teachers seeking jobs.

A weekly series of broadcasts by public schools in Norfolk, Neb., marked its 35th anniversary on WJAG Norfolk this fall. The series went on the air in 1925 at the urging of Dr. Allen P. Burkhardt, superintendent of schools, the station reports. • • •



Candidly, can you think of anything sweeter than a 952% increase in business? That's how much candy and confections advertising alone has increased in only three short years on WPAT. What a comfit we are to the men who make and market America's finest confections! Or any other product, for that matter. Our music, so sweet, so low, provides the perfect setting for your sales message. Dexterously designed to delight listeners throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut, it's the most mellifluous sound in America's largest market. And how it sweetens sales! Ask the makers of America's leading confections. Ask *Fanny Farmer, Ferrara Candy, Loft Candy, The Roxo Candy Company, Schrafft's (Frank G. Shattuck Company) and William Wrigley.* In three short years, all of them have advertised on WPAT . . . the station with the flavor of success.

WPAT
&
WPAT-FM

Houston Media Unite To Promote Sixth Largest City

In a rare spirit of cooperation, eleven Houston, Tex., media, including seven radio stations, teamed together recently to promote Houston's new position as the sixth largest city in the country.

Houston stations in on the procession were KCOH, KILT, KNUZ, KPRC*, KTHT, KTRH and KXYZ, who shared expenses for the national advertising campaign with *The Houston Post* and three television stations.

Prime targets of the two-month campaign were national advertisers, space and time buyers, who were told of Houston's new position through wide media coverage. Ads appeared in *The New York Times* and seven major advertising trade magazines. Outdoor and direct-mail played a part in disseminating the news of Houston's rise to "No. 6," the position reached after 1960 Census tabulations.

Desks of time and space buyers were flooded with six-inch steel rulers carrying the Houston message. To denote each inch, the rulers bear a "6" instead of the usual designation of progressive numbers.

For its outdoor campaign, the Houston group went right to the heart of Times Square, New York, purchased space on a 68 by 12 foot bulletin board. The board was seen by millions of passers-by, including time and space buyers, from the World Series through Election Day.

Gulf State Advertising Agency, Inc., Houston, represented the media group.

High in the Sky, He Gets Response from 150,000

If Ted Brown, WMGM New York, thought cars had wings, he last month found out if they could fly.

He was suspended for six days, three hours and 31 minutes in a 1961 station wagon, held 50 feet from the ground by a giant construction crane. From his precarious perch, he told listeners on his morning show that they could have the station wagon free if they guessed how long he would stay up.

Over 150,000 entries were received from listeners and visitors to the site, according to the station.

'Piggy Bank' Contest Draws Heavy Mail for Coins

More than 1,500 cards and letters each week flooded the desks at WFBM* Indianapolis, reports the station, in its recent "Piggy Bank" contest.

During each of WFBM's four disc jockey programs, an assortment of coins was dropped into the piggy bank. Listeners were asked to guess how much money would be in the bank at the end of a month.

The winner who came closest won the bank and cash. Each time coins were dropped in the bank, their denomination was announced, the station says.

Air Media Form Association, Spur Local Retail Sales

Competing stations in Medford, Ore., recently locked arms to form the Broadcast Media Association, an alliance to stimulate sales through cooperative efforts.

First project of the five radio stations and one tv outlet was a recent two-hour simulcast to promote the Fall Greater Medford Harvest Festival, an annual sales event sponsored by Medford merchants. Radio stations involved in the simulcast, all members of the BMA, were KMED, KBOY, KDOV, KWIN and KYJC. They simultaneously broadcast music and entertainment, dedicating various segments to fringe communities within listening reach. Commercial time was sold to the Greater Medford Retail Merchants' Association, as well as to local businesses. Messages promoted the values on sale during the festival.

Both merchants and broadcasters were enthused with results, according to Ray Johnson, KMED general manager and secretary-treasurer of the BMA.

Station's Exhibit Booth Center of Heavy Balloting

WHBC Canton, O., added an extra touch of promotion to its display booth at the city's recent Decade of Progress Exposition. Visitors who registered at the booth got a chance to bid for an am-fm radio by guessing the number of public service announcements WHBC broadcast during the 1950's. Nearly 25,000 people stopped to make an estimate in an attempt to come closest to the actual number, 71,007, the station reports. • • •

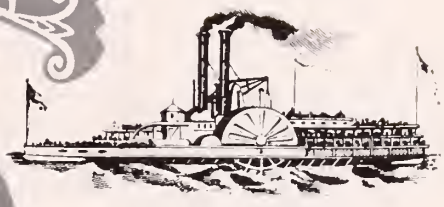


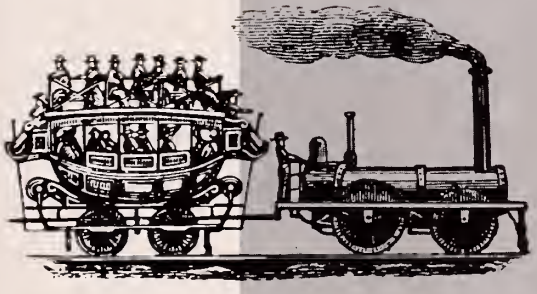
LINING up to sign contracts for joint campaign to promote Houston as the nation's sixth largest city are (seated, l. to r.) Jim Richdale, KHOU-TV; Leon Jaworski, president, Houston Chamber of Commerce; W. Howard Baldwin, The Houston Post; Hal Vester, KTHT; (standing, l. to r.) Seymour Cohen, Gulf State Advertising; Bobby Meeker, KCOH; Cal Perley, KXYZ; Frank Stewart, KPRC; Willard Waldbridge, KTRK-TV; Tom Jacobs, KTRH; Kirt Harriss, KPRC-TV; Bill Weaver, KILT; Dave Morris, KNUZ; and Adie Marks, Gulf State Advertising, group's agency.

*Denotes stations who are members of BPA (Broadcasters' Promotion Association)









...and there are those who will swim



TO THE FIFTH ANNUAL CONVENTION

BROADCASTERS' PROMOTION ASSOCIATION

SHERATON CHARLES HOTEL

NOVEMBER 14-15-16 NEW ORLEANS, LA.



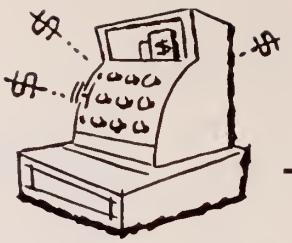
ARTHUR GODFREY

A legend in his own time. A personality without peer. Philosopher, story teller, news maker, catalyst, he brings to each listener an immediate sense of personal participation. As if that weren't enough, he just happens to be the greatest salesman in broadcasting history. In all radio, Godfrey is the kind of company you keep . . .

ONLY ON CBS RADIO

HOMETOWN, U. S. A.

radio registers



AIR COOLER

Gough Industries, Los Angeles appliance distributors, ran campaign for Alpine air coolers on KBIG Los Angeles. Running from June through September, 10-second time-and-temperature spots were aired hourly when predicted temperatures for the day were 85-degrees or higher. Although Gough sells other air coolers, according to the station, the Alpine unit advertised on KBIG showed a sales increase of 20 percent more than the other cooler lines.

AUTO DEALERS

Seven members of the Virginia Chevrolet Dealers Association purchased a $2,500 one-day campaign on WAVY Portsmouth. According to the station, there were one-hour remotes from each of the seven showrooms, plus a saturation spot campaign, for a total of thirteen-and-one-half hours of air time. Objective of the air effort was to help introduce the 1961 line. All the participating dealers, the station reports, indicated they had their biggest opening in years.

WOMEN'S FASHIONS

Bonwit-Teller has been running a 52-week spot campaign for two years over WHLI Hempstead, Long Island, N. Y. Averaging 30 spots a week, the announcements are used to promote Bonwit's Manhasset branch, and highlight sales and special events. The first campaign featured a cashmere sweater clearance. The net result, according to the station, was a better than 45 percent increase in sales of this one item over the previous year. This summer, Bonwit's reported over $5,000 in fur sales to customers who mentioned hearing about the sale over WHLI, the station reports.

SUPERMARKET

Food Fair Stores purchased a one-day grand opening campaign for its new outlet in Richmond, Va., over WLEE. A station personality broadcast directly from the store. By the time the store was ready to open to the public, the station states, the large parking lot was nearly full. Other merchants in the shopping center also purchased an afternoon remote broadcast. As a result of the one-day effort, Food Fair signed a 13-week contract, WLEE reports.

report from RAB

Study Indicates Transistor Radios Used Year-Round

Winter is here, and transistor sets—usually considered primarily a warm-weather medium — have gone indoors. Up to now, media men, who accept without question the booming popularity of transistor sets in summer, have had no evidence of their in-home, cold weather effectiveness.

But now, a new study reveals that transistor set listening stays high regardless of the weather.

Recently, to coincide with fall-winter time-selling, a report was issued by the Radio Advertising Bureau based upon an extensive month-long survey made last January by The Pulse, Inc., in the New York County Metropolitan area, when the average mean temperature was a frigid 34 degrees.

The survey documents the impact and importance of transistor sets in winter. The Pulse discovered that:

- About half (49.8 percent) of all transistor set owners listen to their sets during an average winter day.

The Pulse survey proved that transistor sets aren't neglected in cold weather. On the contrary, when cold weather forces people to stay indoors, transistors' easy mobility makes them ideal room-to-room companions. (Incidentally, The Pulse reported that even in the coldest weather, transistors continued to get some out-of-home use.)

Of course, the news that people use transistor sets in cold weather is important, but it isn't the complete story. Pulse also charted the amount of winter listening to transistor sets. The results:

- Transistor set owners report listening to their sets an average of one hour and eight minutes during the average winter day.

To put this point in perspective: This time alone (which does not, of course, include additional time spent listening to other home and auto radio sets) is considerably more than the 40 minutes newspaper readers spend reading all of their daily papers, the RAB points out.

Transistor listening, again probably because of the mobility of the sets, maintains a high level all through the broadcast day. According to The Pulse:

- 38 percent tuned in between 6 a.m. and noon; 28.7 percent between noon and 6 p.m., and 33.3 percent used their transistors between 6 p.m. and midnight.

This ground-breaking study is considered extremely important now—because of the growing popularity of these handy, compact sets. The chart documents the startling increase in sales of Japanese transistors alone since 1957:

1957 — 641,000
1958 2,200,000
1959 4,000,000

This study makes it clear that transistors — already a recognized part of the American summer scene —are a functional sales weapon and another big plus for radio 12 months out of every year. • • •

NATIONAL SALES TREND OF THE MONTH

A major innovation may be in the works for motion picture advertisers. Major film makers are reportedly watching a new plan, based upon RAB recommendations, which is now being field-tested by a big film studio. The plan works like this: A number of stations in key markets across the U. S. were given a specific dollar figure, and asked to return with complete proposals for local radio advertising on an important new motion picture. Station ideas may include promotions, publicity stunts, unusual commercials and schedules—in short, what stations would do if they had a free hand to promote the picture. The best suggestions—in the judgment of RAB and the film maker—will be acted upon with radio buys when the picture is put into general release this month.



BACKGROUND

Edward R. Murrow presides over a major innovation in news programs. Every Sunday he and crack CBS News correspondents abroad examine the week's most significant news in a 25-minute international "conference call." The objective: to impart fresh insight into the meaning of the news. In all radio, Edward R. Murrow is the kind of company you keep . . .

ONLY ON CBS RADIO

NOW we can offer you
PROVEN RESULTS*
with these
TELE-BROADCASTER STATIONS

IN Hartford (CONNECTICUT) - WPOP
IN Kansas City - KUDL
IN Los Angeles (SPANISH LANGUAGE MARKET) - KALI
IN San Francisco (SAN MATEO) - KOFY

★ TOP RATINGS IN AUDIENCE
★ MORE LISTENERS PER DOLLAR
★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

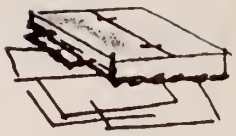
WCOL
has
SOUND INFLUENCE
in
Columbus, Ohio

Advertising is a true investment. It must be based on sound judgment. In Columbus, you get maximum returns on your investment when you advertise on the New WCOL!
The New WCOL offers the largest listening audience at lowest cost*. Don't speculate with your dollars. Invest in New WCOL Blue Chip advertising for greatest returns.
*(You invest in the largest share of audience for less than half the cost per thousand listeners of other media. Ratings and CPM figures on request.)
24 hours a day broadcasting
1230 AM 92.3 FM

The New WCOL
The Capital Station
Columbus 15, Ohio

Represented by:
robert e. eastman & co., inc.

report from representatives



Station Merchandising Studied In NBC Spot Sales Survey

The role station merchandising does and or should play in broadcasting has been explored by the NBC Spot Sales Timebuyer Opinion Panel. A questionnaire was sent to a group of agency people covering a variety of subjects. Included were questions about the importance of merchandising, how merchandising should be paid for, the most valuable merchandising activities and reporting the results of merchandising efforts. According to the representative firm, 62 percent of the respondents were employed by agencies whose billings are in excess of $1 million, with the remaining 38 percent working for agencies with billings under that amount.

Discussing the importance of station merchandising, the study showed that "Apparently, merchandising services offered by radio stations have a greater impact on agencies billing under $1 million. . . . More than three out of four respondents in this category stated that they always or frequently consider the services offered by stations when setting schedules. Six out of 10 (63 percent) respondents from agencies billing over $1 million always or frequently consider station merchandising when buying."

Probing the attitudes of the respondents as to how the costs of station merchandising should be handled, the survey revealed that only 10 percent felt that a station was justified in asking an advertiser to pay at cost. Some 57 percent indicated that there was justification in asking the advertiser to share the cost.

The panelists were also asked to list the merchandising activities which they considered most valuable in the order of their importance. The results were as follows:

1. In-store displays
2. Calls on trade
3. Mailings to trade
4. On-air tie-in spots
5. Media tie-in ads
6. Billboards, posters tie-ins

"Since the panelists rank 'calls on the trade' as the second most valuable activity a station can engage in," the report stated, "it stands to reason that they would be in favor of having a merchandising specialist on the station staff. Almost eight out of 10 (78 percent) stated that they would recommend that stations employ such a person to make trade calls. However, only slightly over half (55 percent) did not object to having a station merchandising specialist contact their clients with regard to a schedule. And 43 percent definitely did not want to have their clients contacted."

An important area in which many of the respondents felt stations were being remiss was that of reporting on merchandising. Only 56 percent of those replying said that radio stations do an adequate job of reporting assistance. "The importance of submitting a comprehensive report of merchandising assistance," the report stated, "is underscored by the fact that over 90 percent of such reports are turned over to clients and account executives—the very people that station management wants most to impress."

One aspect of station merchandising which brings out a difference of opinion among broadcasters, as well as advertisers, is the question of whether or not the practice might become a primary rather than a secondary reason for buying time on a station. One of the questions put to the panelists was, "In order to increase distribution (or for any reason), have you ever bought on the basis of merchandising first, audience second?" Over one-third (38 percent) of those replying said that they had made a purchase on the basis of merchandising.

In offering the results of the survey, NBC Spot Sales pointed out that they were "not meant to be projected to the total of several thousand persons engaged directly, or in directly, in the purchase of broadcast time." • • •

report from agencies

Agency Checklist Gives Media Buyer Criteria for Station Image

The sentiment is increasing among media people to pay more attention to a station's "image" when making a buy. Ratings and other purely quantitative factors, although far from neglected, are being given less consideration, according to Peter Theg Winters, president of Peter Winters Associates, New York.

"The word 'image'," he says, "connotes an intangible. It means different things to different people, and has so far eluded the measurer's rule. How, then, can timebuyers take into important consideration a station's image when the word itself has a vague meaning?"

An agency man who directs the buying from his own shop, Mr. Winters has compiled a list of checkpoints that help him to gauge station image.

Image Checklist

"To a timebuyer or media executive, a station's image is the total of his own impressions and attitudes of the station. They may be favorable, unfavorable or completely absent. And in the whole spectrum of media buyers, the composite image represents countless subjective feelings," Mr. Winters observes.

In an attempt to bring a station image into sharper focus, Mr. Winters recommends evaluating 10 important segments of a station image. In the following list, each factor is given a numerical value by Mr. Winters in accordance with its importance in the image scale.

- Does the station command respect as a community leader? 15
- Active in local affairs as evidenced by public service awards? 8
- Conform to accepted industry codes of good practice? 5
- Cooperative with agencies, fair in its dealings, prompt in service? 6
- Have the best facilities, equipment and plant in the interest of alert broadcasting? 9
- Experienced personnel, with technical knowledgeability and follow-through? 13
- Maintain its rate structure, evincing integrity and maturity? 13
- Seek to avoid extremes in programming, serving its audience in good taste? 13
- Avoid pitch commercials, barter, P.I. and trade business? 11
- Integrate itself into community affairs by editorializing on affairs of community importance? 7

Total 100

"The building of a positive station image cannot be accomplished overnight," Mr. Winters asserts. "It is a year-round challenge to employ the necessary practices and stick with them."

Performance Factor

He regards askance the popular theory that a station's image reflects from its programming alone. Performance is the most important factor in building a positive image," he says.

"Although programming is important, a station that proves its reliability through performance in the community and ethical practices in the industry to earn a stature that programming alone will not produce," Mr. Winters remarks. "The program format will neither achieve nor deny station status."

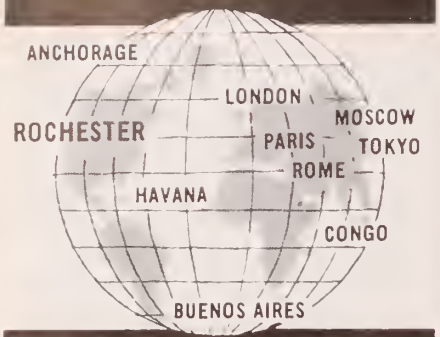
To project its status, Mr. Winters concludes that a station must consider trade advertising and public relations essential. • • •



If king-size billings are your aim in America's largest market, you need WPAT . . . Metropolitan New York's reigning good music station. The long and the short of it is simply this: WPAT gets results. That's why tobacco products advertising alone has increased more than 348% in only three short years on our station and that's only one of the many advertising categories that has shown record-breaking gains on WPAT. The reason? We smoke out listeners in 31 counties throughout New York, New Jersey, Pennsylvania and Connecticut . . . an area where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes. America's leading tobacco men know it. Among them, count the men who make and market *Benson & Hedges, Camels, Chesterfields, Dukes, General Cigars, Hit Parades, Kents, L & M's, Lucky Strikes, Newports, Oasis, Old Golds, Pall Malls, Parliaments, Tareytons and Winstons.* In the past three years, all of them have found out that Greater New York's best drawing station is WPAT . . . the station with the aroma of success.

WPAT
&
WPAT-FM

WVET Radio



ROCHESTER, N.Y.

ONLY SECONDS AWAY
FROM ANY NEWS CENTER
ON FACE OF THE GLOBE

WITH COMPLETE NBC NEWS COVERAGE

WVET-RADIO – ROCHESTER 4, N. Y.
National Representative
Robert E. Eastman & Co., Inc.

KFAL RADIO

FULTON, MISSOURI
Prime radio service to four principal cities of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

Today's News Right Now! . . . Direct line to Washington, New York, and Foreign Capitals six times daily. Rapid Reporting of Missouri and Regional News thru KFAL News Bureau, roving reporters & stringers, backlogged by reliable United Press International. Mid-Missouri *depends* on KFAL RADIO NEWS. Your *finest choice* for Sponsorship and limited adjacencies.

Represented by John E. Pearson Co.

KFAL RADIO MIDWAY 2-3342
Fulton, Missouri
900 Kilocycles 1000 Watts

report on FM

Agency Timebuyer Reviews Fm Advantages for National Campaigns

"Fm is not the easiest concept in the world to sell to a client because its resurgence is still relatively new," reports Margot Teleki, timebuyer at Reach McClinton & Co., New York. This statement, typical of those heard from other buyers, opens the way for further comment *(for full details, see* U. S. FM) :

"But, the mere fact that fm is as yet unexploited is an important point in selling it to a national advertiser. Fm can be sold either as an excellent supplementary buy or even as a prime buy," she points out.

"First of all, one must define the term fm for advertisers. Usually, one associates fm with strictly 'good' or 'long hair' music. This is not true. There are simulcasts, too, in which the same programming is broadcast on am and fm. There are also many stations that simulcast during the daytime and break into separate fm programming at night, considered to be prime hours for fm.

"There are also fm stations—both those separately programmed and those that are simulcast—that play a broad range of popular music and jazz.

"The prime argument for buying fm is reaching a different segment of the audience that could not be reached through any other broadcast medium at a comparable low cost.

"As yet, since it is hard for an fm station to sell anything but concept —and fm really must be sold by concept since the numbers are not yet a factor to justify the buy—the cost remains low.

"Another argument for commercial fm is the quality of presentation in addition to the purer sound and superior reception. Although fm is fast becoming more commercial because of greater acceptance by advertisers, there is appreciable separation on fm stations between commercials, and, especially, between competitive products.

"An advertiser can take advantage of the fact that only a handful of national advertisers are using fm. He can establish an exclusive franchise in the time periods and programming desired.

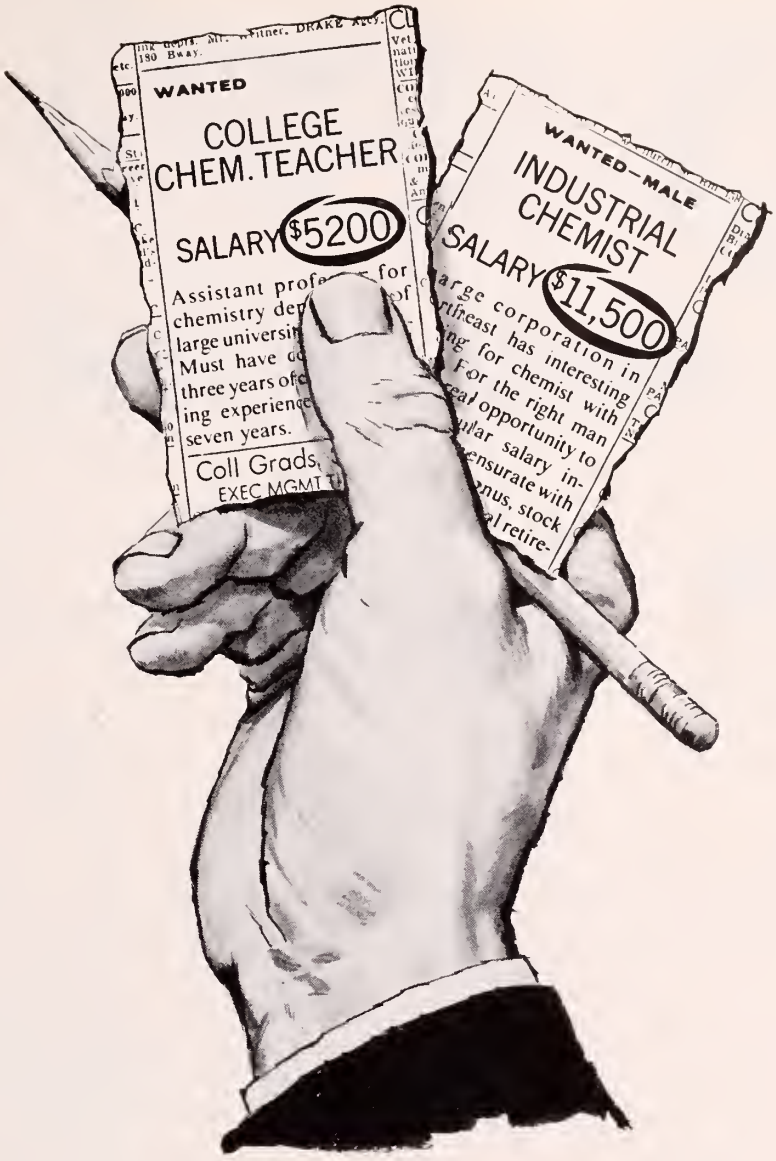
"Most agencies like to believe that fm is aiming its programming at the adult audience. In fact, both audience research and research on the purchase of fm sets or fm home equipment indicate that the fm radio enthusiast is a consumer of above-average purchasing potential. It is this argument that has stirred the interest of national agencies and advertisers.

"Most fm stations will not accept anything but live commercial copy or more conservative transcriptions. For the kind of audience fm reaches, this seems to be more of an asset than a liability. Live messages delivered in a dignified manner can have enormous impact, especially if they are given adequate surrounding protection.

"In the immediate future, those advertisers best suited to derive the most benefit from fm advertising are fm set and equipment manufacturers and distributors, automobiles, airlines, luxury type foods, better beverages, records and books.

"A long-range prospect list for fm would be much more extensive.

"There is every reason to believe that within the next few years fm will reach new heights. On its own, fm will become increasingly important because of its intrinsic values. Important national advertising campaigns on fm are just beginning to happen. More will follow," predicts Miss Teleki. • • •



WHICH JOB WOULD YOU TAKE?

If you're like most of us, you'd take the job with the more tempting salary and the brighter future.

Many college teachers are faced with this kind of decision year after year. In fact, many of them are virtually bombarded with tempting offers from business and industry. And each year many of them, dedicated but discouraged, leave the campus for jobs that pay fair, competitive salaries.

Can you blame them?

These men are not opportunists. Most of them would do anything in their power to continue to teach. But with families to feed and clothe and educate, they just can't make a go of it. They are virtually *forced* into better paying fields.

In the face of this growing teacher shortage, college applications are expected to *double* within ten years.

At the rate we are going, we will soon have a very real crisis on our hands.

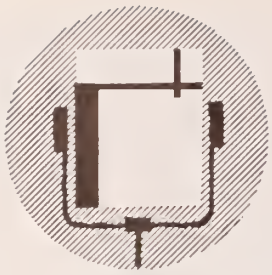
We *must* reverse this disastrous trend. You can help. Support the college of your choice today. Help it to expand its facilities and to pay teachers the salaries they deserve. Our whole future as a nation may depend on it.

It's important for you to know more about what the impending college crisis means to you. Write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.

ADVERTISING COUNCIL · PUBLIC SERVICE ·

Sponsored as a public service,
in co-operation with the Council for Financial Aid to Education

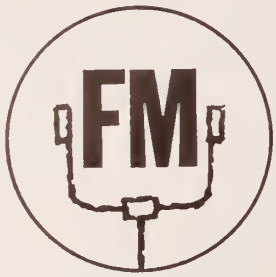
HIGHER EDUCATION
KEEP IT BRIGHT



U. S. RADIO

For buyers and sellers of radio advertising

. . . AND NOW!



U. S. FM

Devoted exclusively to FM Broadcasters and advertisers

Two separate magazines that really cover the *whole* field of radio

One $5 subscription will bring you both magazines each month for one year. Simply fill out subscription form below and mail to:

Subscriptions
Arnold Alpert Publications, Inc.
50 West 57th Street
New York 19, New York

For future articles that really "dig" into the depths of radio broadcasting and advertising . . . be sure you see each monthly issue of U.S. RADIO and U.S. FM.

Enter Your Subscription Today

$5 for 1 year

Includes both U.S. RADIO and U.S. FM

Arnold Alpert Publications, Inc. *Subscriptions*
50 West 57th Street
New York 19, N. Y.

Please see that I receive each monthly issue of U.S. RADIO and U.S. FM—both for one year for *one* subscription of $5.

Name ..... Title .....

Company .....

Type of Business .....

☐ Company or

☐ Home Address .....

City ..... Zone ..... State .....

Please Bill ☐ Payment Enclosed ☐

3 LOCAL RADIO STATIONS IN 1

That's what you get when you buy time on

BIG 5,000-WATT

WFHR

WISCONSIN RAPIDS

with full time studios in

MARSHFIELD AND STEVENS POINT

BIG Coverage at Lowest Cost-Per-Thousand . . . 20 Years of Local Radio Service

WFHR

WISCONSIN RAPIDS, WISC.

Phone HA-3-7200

Represented by Devney, Inc.

Cuisine Exquise . . . Dans Une Atmosphère Élégante

RESTAURANT VOISIN

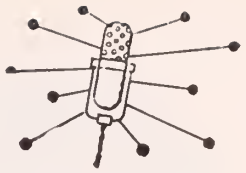
575 Park Avenue at 63rd St.

NEW YORK

Lunch and Dinner Reservations

Michel : TEmpleton 8-6490

report from networks



► CBS:

The modified PCP, approved recently by the network's affiliates, will go into effect November 28.

In addition to expanded news service of 10 minutes on the hour and five on the half-hour, as many as 200 special features a year are planned. Among the five-minute features are a daily "Our Man in Paris" report, and a special Washington human interest feature.

The changes were motivated by five factors, according to Arthur Hull Hayes, president: (1) doubt about future popularity of daytime dramas. (2) a desire for increased news service; (3) a sharp growth of local news staffs; (4 increased coverage of local sports on weekends; (5) requests to reduce the 30 hours of network shows in order to program more time locally. Network programs will run 24 hours and 15 minutes per week under the new plan.

Turning to network-to-station communications, CBS announces that its new NetALERT system will go into operation by June, 1961. NetALERT will make it possible for local radio stations, whether on or off the air, to be alerted to receive urgent news bulletins, and on-the-spot news coverage.

► ABC:

Clearances for ABC's *Flair* rose to 90 percent within two weeks after the program went on the air, Robert Pauley, vice president in charge of the radio network, reports. With 258 stations carrying the program feature, Mr. Pauley termed the clearance "the best in years." Only exception—the 25-year-old Don MacNeill's *Breakfast Club,* aired on 267 ABC affiliates.

Among the new talent added to *Flair*: Wayne and Shuster, H. Allen Smith, Hermione Gingold, Lawrence Galton, Fernando Lamas, Betty Walker and Arlene Francis.

On the business side, the network reports that Bel Mont Papers, Inc., and McGraw-Edison Co., for its American Laundry Machinery Industries Division, have signed for the *Breakfast Club*. Esquire, Inc., Curtis Circulation Co. and Vitamin Corporation of America have bought participations on Weekday News.

KOY Phoenix, Ariz., has become a full-time ABC affiliate.

► NBC:

New business activity at NBC is highlighted this month by the addition of the Wm. Wrigley Jr. Co. to the network's roster of advertisers.

The network reports net business volume for the period October 3 through October 31 in excess of $1,500,000. For September, net revenue figures reached $1,600,000.

► MBS:

An appeal to broadcasters to establish more clear-cut identity among stations was made by Charles King, station relations director for Mutual, in a talk delivered to the New Jersey Broadcasters Association recently. "The stations that count," he said, "are those who deliver more than the same sound on the dial."

He pointed to the personal identity that many news commentators have with a listener, pointing out that their voices certainly make a greater impact on dial position than a disc jockey announcer who may move from station to station in the same community.

Comparing "name" newscasters on radio with by-liners in newspapers, Mr. King explained they have the same value—to establish recognition of the writer or broadcaster as one with authority and strength, a saleable personality that builds circulation. "The name is identified with the station and is the last word for meaning and impact in news," he emphasized.

New Mutual affiliates: KQBY San Francisco, KBUZ Phoenix, KRAK Sacramento. • • •



COMBUSTIBLES
&
ILLUMINANTS

Advertisers who want to kindle interest among Metropolitan New York's millions and ignite sales in America's largest market know that all roads lead to WPAT. Serving listeners throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut is the business of our station and the men who make and market America's leading gasolines and oil products know this kind of service means sales. That's why there's been a cracking 477% increase in this category alone in only three short years on WPAT. Motor oil, fuel oil, gasoline, by-product or any product, WPAT gets results. Drive the direct route to America's most densely populated market. Follow the signs. Follow the lead of advertisers like these: *American Oil, Atlantic Refining, Cities Service, Crown Petroleum, Esso Standard Oil, Gulf Oil, National Carbon, Oil Heat Council of New Jersey, Shell Oil, Sinclair Refining, The Texas Company and Tidewater Oil.* They're only a few of the many leading makers who, in the last three years, have advertised on WPAT . . . the station with the spark of success.

WPAT
&
WPAT-FM

report from Canada

Sociologist Finds Radio's Impact Highly Impressive

After a year's research into radio's impact, a Canadian sociologist has found that he "had grossly underestimated the tastes of the listening audience.

"I've found radio's impact very impressive," Professor Ian Campbell, Mount Alliance University, Sackville, N. B., told broadcasters at a recent meeting of the Atlantic Association of Broadcasters.

His findings come from a study now being made for CKCW Moncton, which appointed him last year to make a survey of its audience and report on radio's impact.

"I've spent an average of an hour and 15 minutes interviewing listeners from a random population sample in Moncton," he reported, "and expect to spend another year to complete the research."

Concentrate on Housewives

He has concentrated much of his investigation on the listening habits of the housewife and others in an attempt to learn how, when and how much people listen to the radio.

"I am convinced that during certain time segments we can learn to predict the types of listeners and what they are doing. For instance, housewives may have their sets tuned in at 9:30 a.m., but many of them are involved with housekeeping activities that prevent them giving their full attention to what they hear The radio may be in the kitchen and the housewife in the living room running the vacuum cleaner.

"My interviews have revealed that between 10:00 and 10:20 a.m., most housewives are sitting down drinking coffee. With the radio turned on, this time they are really listening," he concludes.

Citing an example of how the interviews have reflected on programming, Mr. Campbell turns to daytime drama.

"I was amazed to discover how many listeners wanted to hear daytime drama. CKCW had dropped its soap operas five or six years ago. Now the station has reinstated a program from 10 to 10:15 a.m. Another program goes on now at 11:30 a.m. It was found that long features were wasted at times when housewives were 'tuned-in' rather than listening," he points out.

Mr. Campbell's research also explores listening tastes in relation to economic strata, he explained, giving what he calls an "impressionistic" view of the audience.

"It was surprising to find that a large number of people in a low-income category were anxious for more news and commentary," he reveals. "Although these people do not represent the majority of this group, they constitute a large part."

Stations in the Atlantic area cannot afford to be as highly specialized as those in larger Canadian markets, he remarks. "However, the more knowledge a station has of its audience, the more effective its programming."

BBG Asks Stations' Opinions

Canadian broadcasters were urged recently to send their suggestions and recommendations for changes in the radio regulations to the Board of Broadcast Governors.

Dr. Andrew Stewart, chairman of the BBG, asked for opinions on three phases of broadcasting: The desire for more satisfactory programming, including station promotion; more diversification in programming, and a better dispersal of advertising messages during the broadcasting period. • • •

Standard Rate & Data Service, Inc.

announces a new concept in service to the advertising industry

BARNARD, INC. (An SRDS affiliate)

a complete advertising | media | market research center

specializing in the application of electronic computers and offering:

- **media analyses**

by type, market area coverage, advertising/sales ratios

- **media analyses**

by population, consumer spendable income, retail sales, etc. (in specific product lines)

- **consumer studies**

by mail questionnaire and/or personal interviews

- **readership studies**

the exclusive Advertising Impact Measurement technique developed by SRDS

An important step in a program for developing automation and electronic data-processing techniques has been taken by STANDARD RATE & DATA SERVICE, INC. with the acquisition of BARNARD, INC., twenty-year-old tabulating and research service firm. As a result, integration of the facilities and extensive data accumulated by the two organizations will provide a complete *advertising/media/market* research service from one central source.

Services like these

Complete market analyses by Metro Area Rankings in population, Consumer Spendable Income, C.S.I. per Household, Retail Sales, total and specific product categories—all from SRDS' authoritative Consumer Market Data, up-dated twice a year.

Your advertising coverage percentages summarized for each of your product sales areas, by product—

your coverage applied to household/population/retail sales of your product category within your sales areas—

your advertising expenditures applied against product sales by area, by medium, and an advertising/sales ratio produced for each—

your advertising/sales ratios, per thousand population, with the percentage of change for the current year, previous year, and a 12-month moving total—

circulation coverages—by counties—within your selected product sales areas, for every newspaper (daily, weekly, and Sunday, A.M. and P.M.), every magazine and Sunday supplement—plus TV and radio station coverages in these same areas.

BARNARD is now completely organized to handle extensive consumer studies, including consultation and formulation of objectives, sample design, preparation of questionnaires, mailing or interviewing, tabulating and preparation of complete presentations with a thoroughly experienced and highly conscientious staff of account supervisors and IBM-trained technicians.

Additional new techniques and services are also planned to implement SRDS' concept of "growth-in-service" to the advertising industry through electronic data-processing.

In brief, with this new centralized service you can get high-speed, economical help in advertising evaluation and scientific budget apportionment—"before-the-fact"—and a precise means of measuring and evaluating advertising sales results by products and markets — "after-the-fact."

phone, wire or write—

BARNARD, INC.

(An SRDS affiliate)

432 Park Avenue South • New York 16, New York • MUrray Hill 9-6250



South Bend's Your Best Bet

Put the odds in your favor — pick the South Bend market. With a Metro Area household income of $7553 South Bend whips the state average of $6127 by many, many lengths. And this is only one part of the South Bend market. Project this basic area to the 36 Indiana and Michigan counties covered by WSBT, and it parlays into an area with over $3.5 billion buying power!

WSBT is the area's favorite . . . dominates every 15 minute segment of every broadcast day from South Bend. The leading station in one of the midwest's richest markets. So put your products in the winner's circle; pick the South Bend market and its dominate station . . . WSBT. Call your Raymer man for complete details. He'll trot right over.

Ask Paul H. Raymer, National Representative

5000 WATTS
960 KC
CBS RADIO
WSBT
SOUTH BEND, INDIANA
FIRST IN SOUND ADVERTISING

radio research

Broadcast Research Needs Major Overhaul, Says Pulse Executive

Broadcast research is in need of an overhaul because it is out of gear with the requirements of modern selling and buying of national spot, according to Dr. Sydney Roslow, president of The Pulse, Inc.

In a speech before the Omaha Advertising Club, he asked "What can the broadcaster hope for under present ratings research?" With tune-in below 20 percent shared by as many as 10 to 20 stations in some markets, the broadcaster is handicapped when he tries to induce the advertiser to buy non-rush hour times, he pointed out.

"And what about the buyer of time? Does the quarter-hour rating tell him how effective his advertising message may be? With the trend away from fixed position buying, with the advantages inherent in frequency and totality of impressions, how can the timebuyer justify his purchase of broadcast time only on ratings?"

In order to make the total broadcast day more productive to buyers and sellers, Dr. Roslow indicated that research is needed in three areas —frequency, reach and quality.

"Since the advertising message is spread across the periods of time, the average rating of the time period will suffice, rather than quarter-hour ratings.

Using five spots distributed across a three-hour period as an example, Dr. Roslow maintained it is not necessary to know five individual ratings. "It is sufficient to know that the average rating at any moment in the three-hour period is a certain size. The five spots may be multiplied by this rating to yield the measure of frequency of impressions."

Calling attention to reach as a research area that needs development, Dr. Roslow stated: "The advertiser should know the total number of unduplicated impressions delivered, or the total of unduplicated persons or homes that receive the advertised message. We need to do additional developmental research to obtain some understanding of how many spots distributed across a broad time period are needed to achieve the cumulative or reach of the time span."

Turning to measurement of quality, Dr. Roslow explained that such research would enable the advertiser to reach the audience with the greatest number of potential customers for the product advertised.

"Do the qualities of this audience match the qualities or characteristics of potential customers for whom the product is designed?"

"Suppose you are an advertiser in the automotive field. Would it mean anything to know that in a given market 35 percent do not own automobiles—but that on one radio station only 21 percent do not own autos? Would reach and frequency (keeping cost in mind) be best applied to this station for products like tires, gasoline, seat covers, paint jobs and accessories?"

Qualitative research can be valuable to station management, Dr. Roslow suggested. Research of the audience's opinion of various stations in a market can be used by management to determine whether they are reaching their goals, he said.

"For example, in a New England market, 19 percent of the population wanted one station retained while only three percent expressed such a vote for the last station.

"Do you operate a station in which people have confidence? For example, if conflicting news accounts were aired over several stations, which one would be believed? In a survey of one market, 26 percent would believe the highest station while only two-and-a-half percent would believe the last station," reported the Pulse executive. • • •

when you think of Kansas City remember our **A. P.***



Farm Lots . . . Meetings, Too

Wading through stockyards, feedlots, attending county farm meetings and dealer sales meetings, KCMO Farm Director George Stephens and Farm Reporter Paul Pippert gather the news **where it happens . . . when it happens.**

By objectively analyzing, interpreting and reporting all agricultural events, farmers within our 200-mile-wide area gain greater insight on markets and new farm developments.

That's why farm folk (and thousands of decision-making absentee farm owners living in Metropolitan Kansas City) consider KCMO-Radio and KCMO-TV "musts" for up-to-the-minute farm coverage.

Beaming out at maximum power, KCMO-Radio (50,000 watts, reaching 800,070 homes) and KCMO-TV (100,000 watts, invited into 616,940 homes) give you our entire area potential of 2,320,499 cash customers at **low** cost-per-thousand.

From the TALL TOWER at Broadcasting House

GOOD PRACTICES SEAL OF GOOD PRACTICE

*** AREA POTENTIAL**

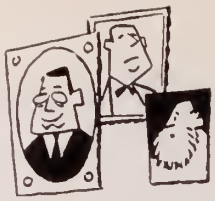
Kansas City MO TV-Radio-FM

E. K. HARTENBOWER, V. P. and Gen. Mgr., R. W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines.

names and faces



Noting the Changes Among
The People of the Industry

AGENCIES

George C. Reeves, manager, J. Walter Thompson Inc., Chicago elected vice-president.

Radford Stone, Harvey M. LaTerre, formerly of NBC, and Ken Shaw, Paul Bures, previously with J. Walter Thompson Inc., New York, appointed to media department, Ogilvy, Benson & Mather Inc., New York.

Roy Passman, dir. of radio, tv and motion picture dept., and Alvin Kracht, former associate media director, both named vice-presidents by J. M. Mathes Inc., New York. Also at Mathes, M. J. Holmes Jr., formerly asst. merchandising manager with Rheem Manufacturing Co., appointed media buyer.

Harold Miller, formerly v.p. in charge of media, Benton & Bowles Inc., New York, elected v.p. and associate media director by Grey Advertising Inc., New York.

Samuel B. Vitt, v.p. at Doherty, Clifford, Steers & Shenfield Inc., New York, appointed media director; Jane Haeberly appointed producer, radio and tv department. William M. Schmick, formerly director of new products, Colgate-Palmolive Inc., named v.p. and dir. of marketing at Donahue & Coe Inc., New York. Agency also appointed Lawrence D. Gibson, former marketing research director with American Molasses Co., to v.p. and research director.

James A. Jordan, formerly with Bartell Broadcasting Co. Inc., San Francisco, and J. C. Danielson, form new agency, Jordan Danielson Advertising, San Francisco.

Jack Cantwell moves from Compton Advertising Inc., New York, to Sullivan, Staulfer, Colwell & Bayles Inc., New York, as vice president.

STATIONS

Cal Culver, former station manager, KFYR-TV Bismarck, N. D., named station manager by KBOM, Bismarck-Mandan.

Dwight Case, formerly gen. sls. mgr., KRAK Sacramento; William Hoftyzer, previously with KFRC San Francisco; Sam Posner, formerly gen. mgr., KBAY-FM San Francisco, named account executives at KQBY San Francisco.

Stuart C. Burr, salesman for Edwards Co., Inc., named sales account exec. at KRLA Los Angeles.

Dick Stone, account exec., Avery-Knodel Inc., New York, and Don Huber, account exec., Curtis Advertising Co., New York, named to sales staff, WABC New York.

Janet Byers, previously advertising and sales promotion mgr., KYW Cleveland, appointed advertising manager for Crowell-Collier Broadcasting Inc. and KFWB Hollywood.

George S. Dietrich, formerly with NBC Spot Sales, appointed station manager, WNBC New York.

Donald R. Rupert, account exec., WRIT Milwaukee, promoted to sales manager.

John Rhys Evans, previously account exec., KIRO Seattle, becomes national sales manager, KBCS-FM Seattle, to general manager, KRIB Mason City, Ia.

Mrs. Shirley M. Ott, formerly sales manager, promoted to general manager, KRIB Mason City, Ia.

Edward R. Rooney, formerly with Cincinnati Suburban Bell Telephone Co., named account exec. at WKRC Cincinnati.

Sheldon Engel named general manager, KXIV Phoenix, Ariz.

Judith Lawton, formerly asst. dir., radio-tv, Vance-Fawcett Associates, Hawaii, becomes station manager, KNDI Honolulu.

E. C. Hughes, account exec. with KIEV Glendale, Calif., named account exec. at KLAC Los Angeles.

REPRESENTATIVES

John Falcetta, previously asst. dir., sales promotion, H-R Representatives Inc., New York, named to head promotion-publicity department, The Bolling Co. Inc., New York.

John S. Hughes promoted from sales staff to asst. sales mgr. for radio, and Donald F. McCarty, formerly with S. E. Zubrow Inc., Philadelphia, named to radio sales staff, Avery-Knodel Inc., New York.

James A. Gunn, previously with ZIV TV Films, named v.p., Feltis/Gunn Inc., Portland, Ore., office of Feltis/Dove Dever/Cannon Inc., Seattle.

John A. Garland moves from New York retail sales division, Scott Paper Co., to sales staff, Denvey-O'Connell Inc., New York.

Mort Bassett, formerly with Forjoe & Co., New York, named exec. v.p., Broadcast Time Sales Inc.

NETWORKS

Craig Rogers, KNX Los Angeles account exec., becomes Pacific Coast Network Sales Manager, CBS Radio.

INDUSTRY-WIDE

John Boesel, formerly account exec., promoted to vice pres., broadcast div., A. C. Nielsen Co., Chicago.

Dale Woods, formerly regional manager with Radio Advertising Bureau, New York, named div. mgr., RAB member service department.

Eliot S. Baker, formerly with engineering products div. of RCA, named marketing manager, industrial and governmental broadcasting div., Industrial Transmitters & Antennae Inc., Lansdowne, Pa.

George C. Wetmore, formerly staff engineer, Page, Creutz, Steel and Waldschmitt consulting firm, appointed broadcast consultant coordinator by Collins Radio Co., Dallas.


Hughes


Blohm


Rooney


Byers


Baker


Rupert


Cartwell


Wetmore

MICROPHONES
– a type for every requirement

Check your microphone requirements, today. Do you have one for each purpose — remotes, announce, interviews, boom, general purpose? Use the handy order coupon to order any microphones you need.



FINEST QUALITY MICROPHONE

Standard microphone of the industry, the RCA 77-DX offers full range frequency response with a choice of three pickup patterns. Available in a satin chrome finish for radio and a low gloss gray for TV, it will offer years of rugged dependable service. **$180**



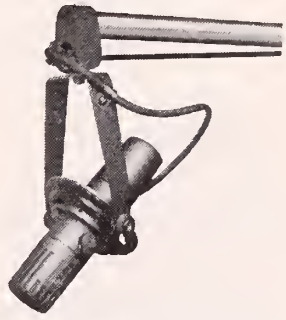
PERSONAL MICROPHONE
Ideal for Remotes

Wherever a small inconspicuous microphone is needed the BK-6B can be used. This 2.3 ounce unit offers excellent reproduction for every speech application both in the studio and in the field. **$82.50**



HIGH-FIDELITY UTILITY MICROPHONES

General purpose BK-11A microphone is the modern version of the very famous 44-BX. It is ideal for every studio use, especially live music pickup. The BK-11A is an economical high performance unit designed for years of rugged service. **$125**



NOISE-REDUCING BOOM MICROPHONE

Here is the highly directional BK-5A microphone for TV boom use. Its pickup pattern effectively reduces noise while offering full range highest quality pickup of the desired source. The BK 5A is also an excellent choice for control room use. **$165**



COMMENTATOR MICROPHONE

The BK-1A is a fine microphone for interviews, panel shows, and all general announce work. Its rugged construction and insensitivity to wind and mechanical vibration make the BK-1A ideal for outdoor remotes. **$75**

ORDER NOW BY MAIL!

Order any of these five microphones for prompt delivery. Send check or money order with your order and microphones will be shipped prepaid. Mail your order to RCA, Audio Sales, Broadcast and Television Equipment Division, Building 15-6, Camden, N.J. Use coupon below.

RCA The Most Trusted Name in Electronics
RADIO CORPORATION OF AMERICA

RCA, Audio Sales, Broadcast and Television Equipment Division, Dept. N-337
Building 15-6, Camden, N.J.

Please send the units checked. Check enclosed ☐

☐ 77-DX ☐ BK-6B ☐ BK-11A ☐ BK-1A ☐ BK-5A

Send to_____

Address_____

City_____ Zone_____ State_____

Enclose remittance with order and save shipping charges.

EDITORIAL



. . . negro radio gains

'OPERATION BOOTSTRAP'

The past year has been one of the most significant in the history of Negro radio. This specialized medium, which traces its beginnings to only 12 or more years ago, is undergoing what can be termed "operation bootstrap."

In a quiet, unheralded way, Negro radio management has taken the initiative not only to widen its appeal to national advertisers, but to strengthen the link with its listeners through increased community service programming and activities.

Not that business (local or national) is off. On the contrary, questionnaire returns from U. S. RADIO's third annual survey of Negro radio shows that an impressive year in advertiser acceptance has been achieved (see *Negro Radio Embarks on New Challenge*, p. 21).

NATIONAL STRIDES

Like most radio, the majority of business for the average station is from local customers (see capsule success stories, p. 31). But important strides continue to be made each year at the national level.

Representatives who handle Negro stations are not only satisfied with the results achieved this year, but they are optimistic to the point that they feel "the surface has only been scratched."

They are convinced that their efforts directed at agencies and advertisers will pay off handsomely in the months to come.

A major need at the national level is more definitive and authoritative research. Here again, however, positive action is being taken by a number of stations.

In the matter of programming, a majority of stations report a new emphasis is being put on community service programming and projects—"the cement that binds station to audience."

A new "professionalism" in the sound of Negro stations is the way one executive describes what is happening. This includes better news coverage, more selective music and tighter production.

LAUNCHING OF NRA

But if none of these things had happened, this past year would still be recorded as one of the big ones. Why?

Because it marks the formation of the Negro Radio Association, formed last August, and a dues-collecting organization ellective January 1.

Not yet off the launching pad, the NRA holds great promise, as any plan for concerted action does.

The early days of any association, however, are always the most difficult. The initial charting of objectives and the lining up of membership are among the many problems that are certain to be met.

The NRA appears to have been well received by stations. U. S. RADIO believes the goals are well-conceived and the timing is right.

or buyers and sellers of radio advertising

RADIO

VOL. 4—NO. 12

DECEMBER
1960
35 CENTS

ABEN-RES DEPT
L ASSN OF BRDCSTRS
-N-ST N W
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5-10-39-1275-21R

S. RADIO
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IRFAX
1961

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Table of Contents, p. 4)

U. S. RADIO
AIRFAX

Rose of San Antonio

a McLENDON STATION

KTSA

MORNINGS: 31.9%
AFTERNOONS: 31.3%

These Hooper figures for October-November make KTSA again San Antonio's undisputed number one radio station!

KTSA — A MEMBER OF THE NATION'S HIGHEST RATED GROUP.



other McLendon Stations

KABL San Francisco
KILT Houston
KLIF Dallas
WAKY Louisville
KEEL Shreveport
WYSL Buffalo

SOUNDSMANSHIP

DEFINITION: Today's radio business. The business of creating that different, can't-be-copied sound-image for your radio station. The sound-image that produces peak sales.
SOUNDSMANSHIP = RADIO SALESMANSHIP

How do you get SOUNDSMANSHIP?

EASY. Call your Ullman-Man. He'll tell you the facts about

THE BIG SOUND

the program and production service that digs more dollar$ for you

IMN JINGLES and TARGET JINGLES

the station jingles with the most ear appeal for every format

SPOTMASTER tape cartridge equipment

the complete hi-fi, low-cost recorder-playback unit

to put **SOUNDSMANSHIP**
to work for you now,
Call your Ullman Man



RICHARD H ULLMAN, INC.

1271 Avenue of the Americas, New York 20, N.Y. PLaza 7-2197

THE BIG SOUND is produced by Stars International, Inc. and sold exclusively in the U.S.A. by Richard H. Ullman, Inc., both Divisions of

THE PETER FRANK ORGANIZATION, INC.

Hollywood, Calif. New York, N.Y.



RADIO

is the music to a lyrical moment

Who else makes music the magic that can fill a million rooms . . . make a million moods? Who else has the sound that is so entrancingly persuasive? Only Radio creates this warm *response* and only Spot Radio lets you choose the time and place to match it.

KOB	Albuquerque	WINZ	Miami	WRNL	Richmond
WSB	Atlanta	WISN	Milwaukee	KCRA	Sacramento
WGR	Buffalo	KSTP	Minneapolis-St. Paul	WOAI	San Antonio
WGN	Chicago	WTAR	Norfolk-Newport News	KFMB	San Diego
WFAA	Dallas-Ft. Worth	KFAB	Omaha	KMA	Shenandoah
KPRC	Houston	WIP	Philadelphia	KREM	Spokane
WDAF	Kansas City	KPOJ	Portland	WGTO	Tampa-Orlando
KARK	Little Rock	WJAR	Providence	KVOO	Tulsa

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

ONCE AGAIN . . . JACK GOULD!

THE NEW YORK TIMES

NOV. 9, 1960

and I
o Kennedy in
set.

Ironically it was Station WTIC-TV in Hartford, Conn., which outdid all the fancy network computers. On the basis of returns collected with almost incredible speed, the combined staff of the station and The Hartford Courant predicted at 7:30 P. M. the victory of Kennedy in the state and reported that he would be a 10-to-1 favorite in the nation. By analyzing key precincts in the state, the staff also detected the major trends that were to appear later on a national basis.

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THE NEW YORK TIMES

NOV. 6, 1958

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But one point did stand out in connection with the Connecticut race, the results of which gave the first hint of the strong Democratic sweep. Station WTIC in Hartford ran far ahead of the networks and other New York stations in giving details. Since at that early hour in the evening there wasn't much other news to report, it seemed odd that no network picked up the WTIC account.

Later in the evening o
out-of-town statio
heard giv

WTIC-TV 3 CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts NBC Affiliate

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

BOTH SERVING SOUTHERN NEW ENGLAND FROM

HARTFORD, CONNECTICUT

Dear Reader:

With this issue, U.S. RADIO launches its first annual Airfax, a factual guide to the buying and use of radio that is designed to remain on the desks of advertiser and broadcast management for 52 weeks.

Actually, the idea for Airfax has been in the planning stage for the more than three years that U.S. RADIO has been in publication. But the gathering and presentation of such material requires an accumulation of information and experience that only time can bring about.

U.S. RADIO has always felt that the need was urgent for an annual radio-only publication providing the necessary facts and figures on the radio medium, how it is used and how it is progressing as a communications and advertising force.

What is Airfax? It is many things. It is a report on the forces creating the new shape of radio. It is a directory of the names of the firms that are using spot radio and their agencies as well as the cities from which it is bought. It is a listing of national network clients. It contains 21 different case histories on how radio is used. In a 27-page research section, it has the latest available facts on in-home and out-of-home listening patterns, cumulative audience measurements and market research, among many other areas of research.

Airfax is also a report on the latest trends in radio commercials as seen through the professional opinions of agencies and independent producers. It is a listing of national radio representatives, their offices, executives and stations. It contains, too, a listing of national radio networks and their executives. It is a description of the latest offerings in the field of program services as these firms attempt to keep pace with the renewed station interest in establishing individuality in programming content. It is a review of the latest developments in the broadcast equipment field, covering both consumer receiver sets as well as station equipment.

We believe U.S. RADIO Airfax will fill a vital need in the use of radio. The best way to get started in using it is to turn to the table of contents on page 4.

We believe that upon glancing at what Airfax has to offer you will be as enthusiastic about its use as we were about its preparation.

Arnie Alpert
Publisher

for buyers and sellers of radio advertising

U.S. RADIO

VOL. 4—NO. 12

DECEMBER 1960

1961 AIRFAX

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BPA

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listened to most often in Cincinnati

WKRC radio

	total adults	adult men	adult women
WKRC	**20.9%**	**23.9%**	**18.1%**
Station B	15.3	14.2	16.4
Station C	14.1	12.6	15.6
Station D	13.8	12.2	16.4
Station E	9.2	9.7	8.6

No other station has over 7.8%.

The station that has the adult audience with buying power!

. . . confirmed by the July 1960 findings of the Stephen H. Wilder Foundation Survey, "The Climate of Attitude in Cincinnati, Ohio," executed by Scripps-Howard Research! The tables on the right clearly indicate that the adult audience with buying power in Cincinnati is tuned in to WKRC radio.

The survey was made by personal interviews in homes of 1000 respondents (one person per household), 21 years or older and distributed by sex (48% men, 52% women). An area probability sample was employed which specified 39 different areas within the corporate limits of Cincinnati. For all the facts on WKRC's leadership in Cincinnati, call your nearest Katz office, or Hubbard Hood, WKRC, Cincinnati, for a copy of "The Climate of Attitude in Cincinnati, Ohio."

first adults with good incomes

	over $10,000	$6,001-$10,000	$3,000-$6,000	under $3,000
WKRC	**28.8%**	**26.4%**	**18.6%**	**14.5%**
Station B	1.9	11.5	18.0	18.5
Station C	15.4	13.2	14.8	12.9
Station D	23.0	18.3	10.8	12.1
Station E	1.9	5.8	11.0	12.1

No other station has over 11.5%.

first adults with good jobs

	executives	white collar	housewives	unskilled
WKRC	**31.7%**	**21.6%**	**19.2%**	**17.3%**
Station B	8.9	10.5	15.7	20.5
Station C	7.3	15.0	15.7	15.9
Station D	24.4	12.4	16.8	6.0
Station E	3.3	12.4	8.8	10.6

No other station has more than 12.4%.

first adults with higher education

	college education	high school education	grade school education
WKRC	**28.0%**	**19.7%**	**18.1%**
Station B	4.1	17.7	18.5
Station C	12.4	14.9	14.2
Station D	19.2	13.0	11.2
Station E	4.7	9.9	10.8

No other station has more than 10.9%.

Taft

WKRC-AM-TV-FM, Cincinnati, O.
WTVN-AM-TV-FM, Columbus, O.
WBRC-AM-TV-FM, Birmingham, Ala.
WKYT-TV*, Lexington, Ky.

Sales Representatives: The Katz Agency, Inc., *The Young Television Corp.



NEGRO
Community Programming

+



SPANISH/PUERTO RICAN
Programming

=



of *Whirl-Wind* sales action

WWRL

NEW YORK DE 5-1600

*10:00AM-5:30PM
**5:30PM-10:00AM

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Stereo Showcase *where your sales message and particular people meet*

WGY initiated the first Stereo program in its market—adding to the initial excitement caused by the introduction of Stereophonic sound using AM and FM radio. The acceptance was immediate as hundreds of music lovers wrote to WGY for information on how to place their FM and AM receivers to enjoy Stereo to its fullest—Stereo on WGY and WGFM for 55 minutes each evening, Monday through Thursday, and again on Sunday at 2:00 on "Concert in Stereo."

With this new dimension in sound, WGY and WGFM present the best in recorded music, all fitting our "smoothest sound" pattern. The music ranges from "Porgy and Bess," to Dixieland, to Bach, to the exciting original sound tracks from Broadway shows such as "South Pacific."

The people listening to Stereo are particular people—people who will spend money to satisfy their appetites for finer living. Perhaps your product fits into their scheme of daily life. Put a new dimension in your sales message—put your sales message in Stereo Showcase. 982-18



WGY–810KC • WGFM–99.5MC • General Electric Stations

Serving Albany, Schenectady, and Troy, plus Northeastern New York and Western New England

REPRESENTED BY HENRY I. CHRISTAL CO., INC.


1960
1959
1958
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1939
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1928

YOU LEARN A LOT IN 33 YEARS

Storer Broadcasting Company has learned that responsible, responsive audiences are the keys to success in broadcasting. We've learned that the best way to develop such audiences is to operate in the public interest.

We've learned, too, that before you can sell a product or an idea, you first must earn your position within the community, both as a good neighbor and as a broadcaster of integrity.

For 33 years Storer stations have had responsible, responsive audiences. We are appreciative of this continued interest and confidence; and we will do everything within the bounds of good taste and highest community service to keep them.

STORER BROADCASTING COMPANY

33 years of community service

Radio	*Television*
DETROIT...WJBK	**DETROIT**.....WJBK-TV
CLEVELAND....WJW	**CLEVELAND**...WJW-TV
TOLEDO...WSPD	**MILWAUKEE**...WITI-TV
WHEELING...WWVA	**ATLANTA**.....WAGA-TV
PHILADELPHIA....WIBG	**TOLEDO**.....WSPD-TV
MIAMI...WGBS	
LOS ANGELES...KGBS	

NATIONAL SALES OFFICES: 625 Madison Ave., N.Y. 22, PLaza 1-3940 / 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

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it takes a "QUALITY TOUCH" to cover a quality market of this magnitude!*

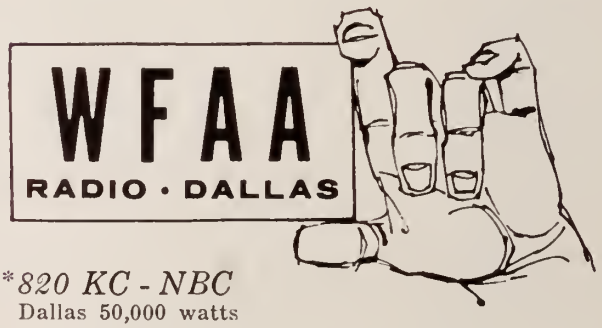


population **5,188,800**

families **1,508,800**

effective buying income . . **$8,062,930,000**

retail sales **$6,064,186,000**



***820 KC - NBC**
Dallas 50,000 watts

570 KC - ABC
5,000 watts

Broadcast Services of The Dallas Morning News

BEN FRANKLIN
could have been "The Mr. Big" of WPTR

Because Ben wouldn't run "formula radio" any more than he ran a formula publication. We believe his concept (like that of WPTR) would be to create the type of responsible broadcasting that would serve its community best. The transmission of news, the intelligent interpretation of news and the courage to take stand on issues is GRASS ROOTS RADIO AT ITS BEST. This is WPTR.

WPTR originated "Action — Central News"— it has a minimum of 48 newscasts every day—it pioneered "radio editorials". "Public opinion polls" are among its regular features. It delivers more public service time to its area than any other radio station in this 2,000,000 plus market. People trust it.

Perhaps it's why WPTR has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations in the market put together.

WPTR 50,000 PEOPLE WATTS
ALBANY, TROY, SCHENECTADY

The Dominant Station in the market according to Pulse. Right up there with Hooper, too. For full details - see your EAST/man. Foster & Creed, in New England.



DUNCAN MOUNSEY EXEC. V. P. OF WPTR
A division of SCHINE ENTERPRISES

NOW READY TO USE BASED ON NEW

SRDS NOV. ISSUES REFLECT ESTIMATES OF JULY 1, 1960 MARKET CONDITIONS

Accessibility and convenience of up-to-date consumer market data and media maps in SRDS, prompt wide use by buyers of media

November issues of SRDS will have the only published data which projects complete estimates from the new 1960 census releases

Every 6 months STANDARD RATE & DATA SERVICE publishes new and complete national market data—covering all counties in the United States. The data is kept current in interim months as significant changes occur.

This is the only service in the country that provides such frequent re-evaluation of the statistics upon which media and marketing decisions must be based.

SRDS Spot Radio, Spot TV and Newspaper books contain latest figures on population, households, consumer spendable income and retail sales by states, counties, cities and metropolitan areas. The Farm Section of the Consumer Magazine book also contains up-dated market information.

PANEL OF MEDIA BUYERS INDICATES RELIANCE ON SRDS MEDIA MAPS AND MARKET DATA

In 1959 a national panel of media buyers was formed to provide reliable information on the uses to which the SRDS books are put and to guide us in the development and improvement of SRDS services.

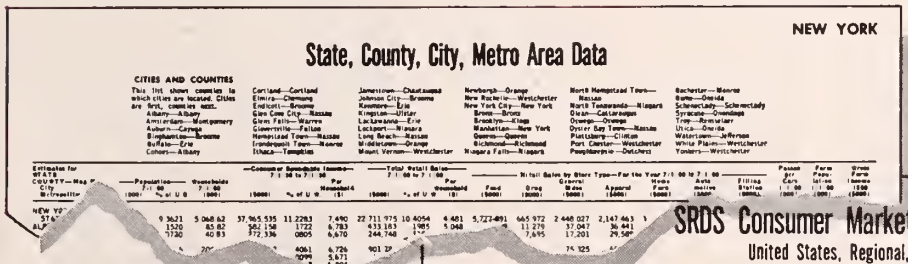
In the spring of 1960, two panel studies revealed the following pattern of use and indication of adequacy of SRDS maps and market data:

SRDS Editions	Maps or market data sections	% who USE	% who favorably evaluate ADEQUACY
Newspaper Rates & Data	Maps	90.4	86.2
	Consumer Market Data	83.0	84.1
	Ranking Tables	80.9	85.1
Spot Radio Rates & Data	Maps	97.7	89.5
	Consumer Market Data	94.2	94.2
	Ranking Tables	90.7	93.1
Spot TV Rates & Data	Maps	97.8	87.7
	Consumer Market Data	95.5	93.3
	Ranking Tables	92.1	92.1

From this panel response, it seems reasonable to conclude that, in the normal process of market selection and media evaluation, market information and media information go hand-in-hand. Having them together in SRDS is a great convenience to both buyer and seller of space or time. So it makes sense for a medium to register its *whole* sales story by advertising its market and market coverage in the market data sections of SRDS and its special values as an advertising medium on the listing pages.

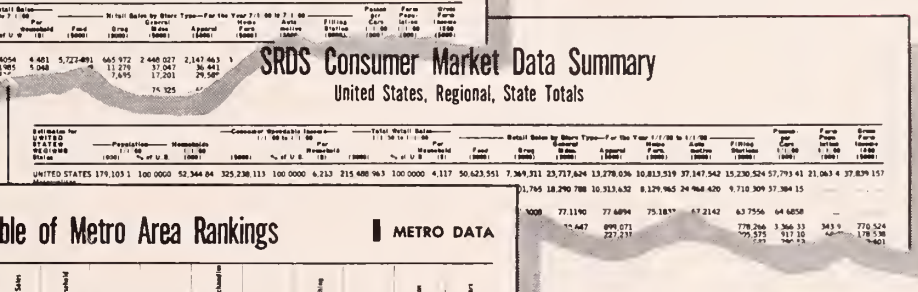
note: To correlate USE of maps and data with user evaluation of ADEQUACY, only the 75% of panelists who answered BOTH questionnaires are recorded here.

NEW MARKET DATA
CENSUS REPORTS

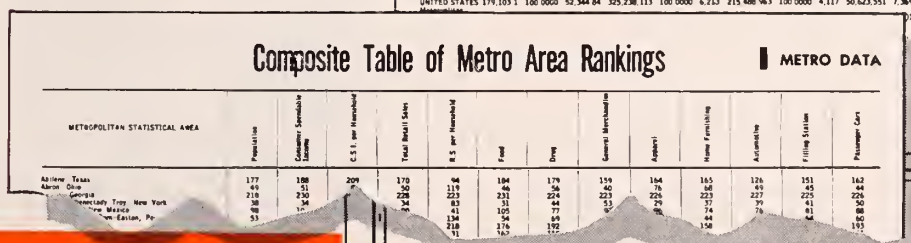

NEW YORK

State, County, City, Metro Area Data

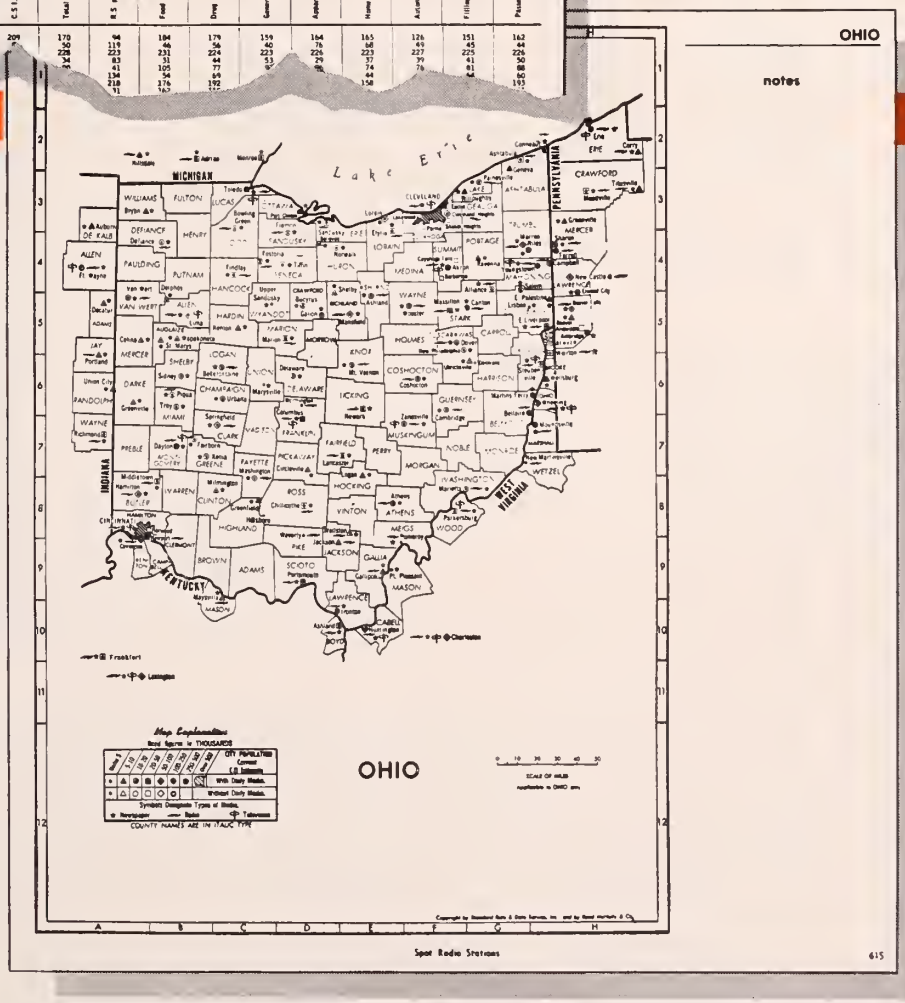
CITIES AND COUNTIES


SRDS Consumer Market Data Summary

United States, Regional, State Totals


Composite Table of Metro Area Rankings

METRO DATA


OHIO

notes

SRDS media/market maps are revised regularly to give a quick, accurate picture of the over-all market...city size, type of daily media available, county outlines, and cities.

SRDS

Standard Rate & Data Service, Inc.

The National Authority Serving the Media-Buying Function

C. Laury Botthof
President and Publisher
5201 Old Orchard Road, Skokie, Ill.
YOrktown 6-8500

SALES OFFICES: SKOKIE • NEW YORK
LOS ANGELES • ATLANTA

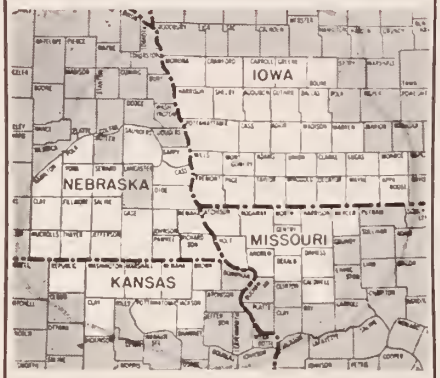
KMA

"The Heartbeat of the Corn Country"

5,000 watts 960 KC

Shenandoah, Iowa

Covers 67 Counties* in 4 top farm states



*NCS #2 — Iowa, Nebraska, Kansas, Missouri
Total population 961,500

69% live on farms or towns under 2,500

KMA has programmed to meet the needs of this WHOPPING majority for over a third of a century

KMA fills this BIG GAP between metropolitan markets as no other medium can

Total Consumer Spendable Income	$1,350,273,000
Gross Farm Income	$1,237,800,000
Retail Sales	$1,122,062,000

(Income and sales source—SRDS est July '58-'59)

35 years of reliable farm service radio

KMA— Two full-time farm service men.

KMA— Two full-time veteran newsmen.

KMA— Seasoned air personalities. Ten have an average of 21 years in radio.

KMA— Proved audience appeal with a balance of farm service, news, weather, markets, sports, homemaking, good music, and ABC network.

KMA— Full-time merchandising promotion.

KMA— 35 years under same ownership.

KMA— Publishes KMA Guide Magazine ($1 per yr.), 11,000 paid.

KMA— Auditorium seats 800, popular meeting spot for farm, civic, political organizations.

KMA— Twin Bonanza, full-time pilot, to speed news, service, business.

All adds up to SELLING KNOW-HOW!

Represented by Edward Petry & Company

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TOPEKA, KANSAS

F.M. in Topeka means more than Fine Music. It also means a FINE MARKET. Topekea's percentage of professional people is far above the national average. As the State Capital, home of a growing university, and the home of cultural-precipitating influences like the Menninger Foundation—Topeka is an FM "natural." And immediate reaction to KTOP-FM proves it.





Women

LOVE





WjAR radio

and so do...

MEN





The Quality Sound
WJAR Radio
Providence, Rhode Island
Owned and Operated
By
The Outlet Company

Studios and Offices
176 Weybosset Street
GAspee 1-8255

NBC Affiliate
5000 Watts
920 KC

National Representative — Edward Petry & Company, Inc.



RADIO 55

BUFFALO'S FIRST STATION

ESTABLISHED 1922 . . . 5000 WATTS

The finest sound in town — The finest sell in town
Serving Buffalo and the Niagara Frontier

Van Beuren W. DeVries — *Vice President and General Manager*
William P. Dix, Jr. — *Station Manager* Nat L. Cohen — *Sales Manager*

SYMBOL OF SERVICE WGR-AM 550 KC NBC BUFFALO, N.Y. · A TRANSCONTINENT STATION

WROC-FM, WROC-TV, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.
WGR-AM, WGR-FM, WGR-TV, Buffalo, N.Y. • KFMB-AM, KFMB-FM,
KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.

Represented by Edward Petry & Co., Inc. The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N.Y. 17

Spot Radio Volume

The following figures are supplied by Station Representatives Association:

Year	Annual Gross Billings
1954	$120,168,000
1955	120,393,000
1956	145,461,000
1957	169,511,000
1958	171,939,000
1959	188,143,000
1960 — 1st nine months (Est.)	**$140,477,000**
1959 — 1st nine months	**139,416,000**

The first nine months of 1960 showed a 0.8% increase over same period in 1959.

1961: Year of Expectation

Here are the factors affecting radio's evolving new shape as a communications and advertising medium par excellence

Economists have optimistically labeled this decade as the Golden Sixties.

Agencies, advertisers and the radio industry have speculated on what's in store for the sound medium for the years to come. Will it share in the economic pot of gold? Will it move ahead and enhance its role as a communications and advertising medium?

Based on 1960 performance, radio has jumped off to a fast start to earn a place for itself at the end of the rainbow. And 1961 is certain to see a quickening of effort and energy directed at shaping a vital and responsive medium attuned to the changing demands of listeners and advertisers.

As a medium, radio is growing by leaps and bounds. Owning a radio station is an idea that continues to gain in popularity.

At the end of 1945, there were 1,056 am and 48 fm stations on the air, compared with 1955 when there were 2,824 am and 540 fm stations operating.

The figures through October 1960 show there has been little let-up in the pace. At that time, there were 3,526 am and 785 fm outlets on the air.

And according to the most recent financial figures published in fall 1960 by the Federal Communications Commission, radio, in general, has continued

to be a profitable enterprise.

The FCC reports that 1959 total revenues for all non-network-owned stations were $499.6 million, a 9.3 percent rise over 1958. And profits for these stations amounted to $46.9 million, an 11.9 percent increase over 1958.

The majority of time sales in radio is still local, although national spot radio is holding its own and inching forward each year.

FCC figures state that local sales in 1959 came to $359.1 million, 11.1 percent higher than 1958. And national spot time sales came to $188.1 million, a gain of 9.4 percent over the previous year.

Station Representatives Association estimates that spot radio time sales for the first nine months of 1960 totaled $140,477,000, compared with $139,416,000 for the similar 1959 period, an increase of .8 percent.

There are many ways to measure the changing face of radio:

- Increasing radio set sales and production
- New research services
- Programming that is aiming for individual identity
- Trend towards greater group ownership

One of the most accurate measures of radio's increasing stature as a communications medium is the rising production and sales of radio (am and fm) sets.

The year 1960 turned out to be the second highest in production and sales. The record year was in 1947 when, according to the Electronics Industries Association, 20 million sets were produced (including home, clock, portable and auto radios).

Retail sales that year totaled 17,360,000 sets, *excluding* the 3,459,000 auto sets that were produced that year. EIA estimates that the final 1960 tallies will show that about 17 million radio sets were produced in 1960. This would not only outstrip the 15,622,000 production of 1959 but would be the second highest annual output on record.

At press time, these were the 10-month totals (through October) in radio production:

- 14,135,937 total output of all radio sets.
- Of this total, 5,420,279 units were auto radios.
- And another 766,006 were fm sets.

The expansion of fm can be seen in the increasing fm set production. In 1959, EIA reports that 541,000 fm-equipped radios were manufactured compared with the 1960 figure of 766,006 for 10 months alone.

Rule of Thumb

The following guide to what a station can do revenue-wise was developed by the Paul H. Chapman Co. The materials used in the analysis were the FCC annual financial reports as well as *Sales Management's Survey of Buying Power*. The ratio figure compares total broadcast income with retail sales and shows the radio operator what percent of all dollars spent in the market place he can expect to receive, basing the final figure on the station's share of the market.

PROVEN AVERAGES

Ratio of Broadcast Revenues to Metro Area/Home County Retail Sales

Market group	Broadcast income (in thousands)	Retail sales (in thousands)	Ratio[1]
Major			
New York[2]	$ 34,078	$18,838,362	.0019
Next 11 markets[3]	102,752	46,769,550	.0023
Next 15 markets[4]	51,619	20,066,790	.0027
Metropolitan[5]	140,662	50,098,440	.0030
Medium[6]	25,601	7,666,550	.0035
Small[7]	121,407	35,322,450	.0036

[1] Adjusted to include revenue from incidental broadcast activities, an additional 5.2%, to broadcast revenues as per FCC report in each group.

[2] New York with its estimated metropolitan area population in excess of 14 million ranks by itself.

[3] In order of population and all in excess of 1½ million. Includes Chicago, Los Angeles, Philadelphia, Detroit, Boston, San Francisco-Oakland, Pittsburgh, St. Louis, Washington, Cleveland and Baltimore.

[4] Range from ¾ to 1½ million. Included are Dallas-Ft. Worth, Minneapolis-St. Paul, Buffalo, Houston, Providence, Seattle-Tacoma, Milwaukee, Cincinnati, Kansas City, Miami, San Diego, Atanta, New Orleans, Portland and Denver.

[5] All metropolitan areas in FCC report except top 27 shown above.

[6] Non-metropolitan areas of 3 or more stations, FCC report.

[7] Non-metropolitan areas, one and two-station markets, FCC report.

Programming

From an industry point of view, the area of programming is receiving the greatest attention. Many innovations that started in 1960 are just beginning to take hold.

Among the most important trend is the movement towards more talk, information and news fare.

Many observers seem to believe that stations are finding "talk" programming the most effective way to create individual identity.

Both at the station and network levels emphasis is being put on solid news coverage. Stations, too, in growing numbers are finding editorializing an effective way to establish community responsiveness.

Early in 1960, U.S. RADIO asked agency executives to comment on what's in store for sound programming.

Jack W. Laemmar, J. Walter Thompson Co., Chicago, and co-author of "Successful Tv & Radio Advertising" textbook, remarked:

"There is nothing magic or unusual about entering the sixties—yet it makes for an appropriate time to look ahead and try to view where radio is going during the . . . new decade.

"On a hypothetical balance sheet, we find one of radio's main assets to be its universal coverage. The

percentage of homes with radios is just a fraction under 100 percent. What a potential for a medium of entertainment, enlightenment and selling. But a potential is all it is—until people listen *actively*. . . .

"We might call this necessary ingredient "active participation" listening . . . A program cannot be fully effective if the listener is no more conscious of its existence than the fact that the radio set is turned on.

". . . the listener must be actively aware of the program to which the set is tuned before its enjoyment is actually participated in. . .

"The old theory of 'programming opposites' could take on new life. A choice must be created for the listener. . .

"So as we enter the . . . new decade, radio should take a square look at its varied audience; it should try to contribute to the welfare—which includes the entertainment, education, information and cultural aspects—of its audience. It can do this by a constructive and varied programming policy which invites and *earns* greater active attention by the audience."

And William J. Hoffmann Jr., director of radio, BBDO Inc., New York, stated that "programming should stress areas where radio can do a better, more effective job than, say, tv. For example, news and special events."

Research

The documentation of the radio audience and listening patterns is undergoing great transformation.

Spot Radio Time Sales

The following information was compiled by the Station Representatives Association from official figures issued by the Federal Communications Commission. It shows the dollar volume of spot radio time sales of national and regional advertisers market by market.

City or area[2]	Years 1959[1]	1958[1]	% increase (decrease)
1. New York	$26,597,178	$24,569,699	8.3
2. Los Angeles-Long Beach	8,174,782	7,340,538	11.4
3. Chicago	11,976,097	11,123,235	7.7
4. Philadelphia	5,240,245	5,041,589	3.9
5. Detroit	6,196,002	5,897,405	5.1
6. San Francisco-Oakland	4,834,062	4,151,804	16.4
7. Boston	4,687,096	4,234,901	10.7
8. Pittsburgh	2,700,424	2,819,223	(4.2)
9. Washington, D. C.	3,322,733	2,908,160	14.3
10. St. Louis	3,791,141	3,399,394	11.5
11. Cleveland	3,124,807	2,762,319	13.1
12. Newark	*	—	
13. Baltimore	1,952,264	1,778,599	9.8
14. Minneapolis-St. Paul	2,625,052	2,326,788	12.8
15. Buffalo	2,209,204	1,522,594	45.1
16. Houston	1,932,679	1,771,695	9.1
17. Milwaukee	1,998,781	1,481,124	35.0
18. Paterson-Clifton, Passaic	—	—	
19. Cincinnati	2,874,872	2,758,008	4.2
20. Kansas City	2,044,554	1,871,952	9.2
21. Dallas	1,709,803	1,455,936	17.4
22. Seattle	1,364,457	1,342,634	1.6
23. San Diego	983,959	864,125	13.9
24. Atlanta	1,849,545	1,668,591	10.8
25. Miami	1,745,521	1,422,490	22.7
26. Denver	1,269,711	1,218,637	4.2
27. New Orleans	1,230,172	1,113,566	10.5
28. Providence-Pawtucket	1,076,868	1,075,378	.1
29. Portland	1,349,015	1,178,796	14.4
30. Louisville	1,523,325	1,149,173	32.6
31. San Bernardino-Riverside-Ontario, Calif.	420,354	361,101	
32. Jersey City	—	—	
33. Tampa-St. Petersburg	884,636	697,206	26.9
34. Dayton	755,813	555,355	36.1
35. Albany-Schenectady-Troy	1,345,431	1,310,322	25.0
36. Columbus, Ohio	1,533,700	1,242,948	
37. Indianapolis	1,595,457	1,405,246	13.5
38. Birmingham	817,660	792,337	3.2
39. San Antonio	1,130,893	1,074,125	5.3
40. Fort Worth	755,833	693,261	9.0
41. Norfolk-Portsmouth	480,592	529,499	(9.2)
42. Phoenix	446,373	397,809	12.2
43. San Jose	182,605	106,915	70.8
44. Memphis	1,050,310	1,077,497	(2.5)
45. Syracuse	926,532	750,282	23.5
46. Rochester	1,092,912	930,736	17.4
47. Gary-Hammond-East Chicago	105,079	—	
48. Akron	417,766	362,705	15.2
49. Allentown-Bethlehem	311,448	279,376	11.5
50. Youngstown-Warren	518,846	486,070	6.7
51. Honolulu, Hawaii	571,341	526,039	8.6
52. Oklahoma City	706,497	703,432	.4
53. Hartford	1,754,084	1,582,400	10.8
54. Toledo	813,612	858,616	(5.2)
55. Jacksonville	666,225	571,534	16.6
56. Springfield-Holyoke	224,394	254,825	(11.9)
57. Sacramento	788,940	685,593	15.1
58. Omaha	1,021,452	1,048,457	(2.6)
59. Richmond	813,419	832,321	(2.3)
60. Perth Amboy-New Brunswick	—	—	
61. Knoxville	417,313	426,099	(2.1)
62. Wilkes-Barre—Hazleton	129,469	172,346	(24.9)
63. Nashville	969,749	975,691	(.6)
64. Tulsa	614,715	636,599	(3.4)
65. Flint	316,883	351,874	(9.9)
66. Wilmington	189,097	180,904	4.5
67. Salt Lake City	416,308	414,756	.4
68. Grand Rapids	593,993	538,761	10.3
69. Fresno	647,931	607,695	6.6
70. Canton	397,161	342,559	15.9
71. Wichita	519,180	498,573	4.1
72. Tacoma	93,974	62,554	50.2
73. Harrisburg	359,202	309,525	16.0
74. Poughkeepsie-Newburgh-Beacon	—	—	
75. Bridgeport	390,829	311,679	25.4
76. Lansing	*	*	
77. Worcester	543,099	507,714	7.0
78. Johnstown	133,466	134,356	(.7)
79. Beaumont-Port Arthur	166,516	143,647	15.9
80. Orlando	205,227	167,413	22.6
81. New Haven	479,331	394,095	21.6
82. El Paso	212,803	195,749	8.7
83. Peoria	406,388	388,607	4.6
84. Utica-Rome	205,961	211,526	(2.6)
85. Davenport-Rock Island-Moline	365,764	410,638	(10.9)
86. Chattanooga	184,931	207,689	(10.9)
87. Mobile	170,188	211,771	(19.6)
88. Spokane	618,970	623,337	(.7)

'61 expectations

Each of the major radio research organizations have taken important steps—some of them brand new—to keep research in step with the needs of broadcast and advertiser management, more so than at any other time in recent years.

Pulse has turned out a multitude of research projects covering, in addition to the usual listening surveys, such things as in-depth qualitative studies, about 40 special cumulative audience studies (see p. 23) and listening studies on specialized radio (Negro and Spanish radio).

In addition, Pulse alone among the major research services has done special studies on fm listening and the economic-social characteristics of the fm audience. Also, Pulse has just announced a new format for measuring fm on a regular basis.

This fm report shows each subscribing station the number of homes reached by it for varying periods. There are also daily, weekly and monthly cumulative "homes reached" figures. There are *no* ratings or audience shares. (See *Breakthrough in Audience Research,* U.S. FM, December 1960.)

The A.C. Nielsen Co. is preparing the Nielsen Coverage Survey '61, which will be its first radio coverage study since 1956.

At press time, there were 300 station and 25 top agency subscribers to the new radio coverage study.

Expected delivery date is the summer 1961. The new Census figures on population will, of course, be integrated into the coverage survey.

Radio will be measured completely separate from tv. The field techniques include 100 percent mail balloting from a panel of approximately 375,000 homes. "These homes," states Nielsen, "have been carefully selected to represent a cross section of the total family population in each county."

NCS '61 will show station market coverage expressed in number of counties covered, total homes in area, radio homes in area, homes reached weekly, percent of total homes reached, percent of radio homes reached. Day-part circulation will report listener homes reached during the day and night for each county in the station's market coverage area.

City or area[2]	Years 1959[1]	1958[1]	% increase (decrease)
89. Bakersfield	196,019	197,486	(.7)
90. Fort Lauderdale-Hollywood, Fla.	—	—	
91. Duluth-Superior	269,052	253,028	6.3
92. Des Moines	1,500,390	1,491,733	.6
93. Reading	161,210	155,569	3.6
94. Huntington-Ashland	190,077	213,948	(11.2)
95. Tucson	168,206	134,070	25.5
96. Trenton	*	212,581	
97. Little Rock	416,117	474,469	(12.3)
98. Scranton	276,095	237,580	16.2
99. Shreveport	590,304	652,042	(9.5)
100. Augusta, Ga.	134,045	147,586	(9.2)
101. South Bend	259,003	183,395	41.2
102. Charleston, W. Va.	215,039	218,549	(1.6)
103. Columbus, Ga.	147,813	158,298	(6.6)
104. Lancaster	254,642	214,205	18.9
105. Stockton	270,381	236,833	14.2
106. Erie	197,279	162,597	21.3
107. Charlotte	872,689	990,218	(11.9)
108. Baton Rouge	142,900	181,047	(21.1)
109. Corpus Christi	167,134	388,741	(57.0)
110. Columbia, S. C.	238,887	274,747	(13.1)
111. Albuquerque	286,171	357,729	(20.0)
112. Fort Wayne	587,143	533,609	10.0
113. Hampton-Newport News, Va.	249,318	182,181	
114. York, Pa.	134,662	137,110	(1.8)
115. Greensboro, N. C.	205,347	155,193	32.3
116. Evansville, Ind.	215,349	228,009	(5.6)
117. Charleston, S. C.	178,153	186,615	(4.5)
118. Austin	218,624	240,714	(9.2)
119. Binghamton	167,466	196,339	(14.7)
120. Greenville	210,297	213,590	(1.5)
121. West Palm Beach	46,745	54,603	(14.4)
122. Pensacola	80,437	62,547	28.6
123. Wheeling, W. Va.	459,561	498,951	(7.9)
124. Madison	253,145	274,432	(7.8)
125. Lakeland, Fla.	33,991	27,988	21.4
126. Rockford, Ill.	—	—	
127. Lorain-Elyria, Ohio	—	—	
128. Saginaw	144,986	125,879	15.2
129. Hamilton, Ohio	—	—	
130. Winston-Salem	134,078	127,808	4.9
131. Lawrence-Haverhill, Mass.	46,002	—	
132. Savannah	177,894	194,626	(8.6)
133. Jackson	391,742	232,232	68.7
134. Waterbury	75,459	*	
135. Lubbock	111,877	102,545	9.1
136. Ann Arbor-Saline	59,869	—	
137. Macon	211,879	199,411	6.3
138. Stamford, Conn.	*	*	
139. Brownsville-Harlingen-San Benito, Texas	—	—	
140. Montgomery	304,143	339,794	(10.5)
141. Steubenville, Weirton, O.	*	—	
142. Kalamazoo	337,897	327,907	3.0
143. Waco	*	*	
144. Colorado Springs, Colo.	30,756	45,595	(32.5)
145. Muskegon	129,429	85,048	52.1
146. Galveston	62,502	57,134	9.4
147. Eugene, Oregon	154,576	171,550	(9.9)
148. Yakima, Wash.	155,653	151,489	2.7
149. Battle Creek	—	—	
150. Raleigh	616,858	667,772	(7.6)
151. Roanoke	166,987	183,576	(9.0)
152. Springfield, Ill.	98,991	116,292	(14.9)
153. Atlantic City	134,045	126,120	6.3
154. Amarillo	249,398	240,092	3.9
155. Jackson, Mich.	*	*	
156. Brockton	—	—	
157. New Bedford	—	—	
158. Altoona	73,478	72,290	1.6
159. Wichita Falls, Texas	259,068	222,517	16.4
160. Asheville	121,284	133,390	(9.1)
161. Lincoln	58,163	52,085	11.7
162. Cedar Rapids	811,240	859,180	(5.6)
163. Santa Barbara	84,194	95,888	(12.2)
164. Salem, Ore.	—	—	
165. Topeka	421,693	429,246	(1.8)
166. Fall River, Mass.	*	*	
167. Springfield, Ohio	*	*	
168. Portland, Maine	242,338	245,130	(1.5)
169. Champaign-Urbana	*	*	
170. Lake Charles, La.	66,104	69,710	(5.2)
171. Lowell, Mass.	—	—	
172. Racine, Wisc.	*	*	
173. Fayetteville, N. C.	22,630	31,806	(288.)
174. Lexington	154,660	148,859	3.9
175. Waterloo, Iowa	126,450	*	

The out-of-home listening will be included in the radio measurements.

C. E. Hooper Inc. at the close of 1960 released a new survey format for Fort Worth. The company hopes that it will gain acceptance in other markets.

The Fort Worth study breaks down the analysis of audience shares into *four* Monday-through-Saturday periods, rather than the former *two* weekly periods plus a Saturday category.

The actual time periods measured are 7 to 9 a.m., 9 a.m. to noon, noon to 4 p.m. and 4 to 7 p.m. The new format adds a full hour to evening driving times which formerly ended at 6 p.m.

Hooper believes that the new time periods reflect more accurately the way radio is bought today. The firm also feels that the breakdowns will serve as a more helpful programming guide to stations because the new periods are more indicative of the changes made in a normal day's schedule.

Finally, the Fort Worth study represents one additional major departure in "ratings," which Hooper hopes will meet with widespread acceptance. There will no longer be three-month reports showing Monday-through-Friday ratings. It is Hooper's contention that the audience shares as expressed in the new time periods is a sufficient measure of programming acceptance.

Group Ownership & Trading

Radio station trading is at all-time high. Investor interest has never been greater.

This is leading to expansion of ownership into group operations. According to a U.S. RADIO survey of media brokers, the number of multi-station ownerships is growing fast. Moreover, a substantial portion of the "new" money in radio is coming from sources *outside* of the industry (see *Brokers See Big Year,* September 1960).

Alongside traditional names are newer groups whose identities are gaining circulation throughout the industry.

Many of the well-established groups have also enlarged their radio holdings, such as Westinghouse, Storer, McLendon and Storz.

Along with innovations in programming, research and management techniques, radio's forward movement is being sparked by positive selling efforts both locally and nationally.

All these factors blend to make 1961 a year of expectation. • • •

City or area[2]	Years 1959[1]	1958[1]	% increase (decrease)
176. New Britain	*	114,211	
177. Springfield, Mo.	193,868	203,587	(4.8)
178. Durham	145,714	133,160	9.4
179. Pueblo	83,759	83,290	.6
180. Las Vegas	77,349	75,832	2.0
181. Anderson, Ind.	*	*	
182. Decatur, Alabama	—	—	
183. Green Bay	182,263	190,406	(4.3)
184. Biloxi-Gulfport, Miss.	—	—	
185. Daytona Beach	46,713	31,292	49.3
186. Mansfield, Ohio	—	—	
187. Terre Haute	96,760	*	
188. Muncie	—	—	
189. Ogden	—	—	
190. Gadsden, Ala.	40,073	31,968	25.4
191. New Castle, Pa.	—	—	
192. Danville, Va.	46,409	53,929	(13.9)
193. Bay City, Mich.	—	*	
194. Sioux City, Iowa	89,101	91,246	(2.4)
195. Tuscaloosa	34,546	42,313	(18.4)
196. Lima, Ohio	—	—	
197. Alexandria, La.	85,430	75,363	13.4
198. Oshkosh, Wisc.	—	—	
199. Williamsport, Pa.	68,161	77,407	(11.9)
200. St. Joseph, Mo.	—	—	
201. Lynchburg	77,820	68,883	13.0
202. Texarkana	—	—	
203. Fargo-Moorhead, N. D.	—	—	
204. Portsmouth, Ohio	—	—	
205. Elmira	47,655	63,467	(24.9)
206. Appleton, Wisc.	—	—	
207. Odessa, Texas	50,922	36,731	38.6
208. Manchester	92,804	116,275	(20.2)
209. Sheboygan, Wisc.	—	—	
210. Huntsville, Ala.	51,617	34,497	49.6
211. Kenosha, Wisc.	*	*	
212. Monroe, La.	73,742	82,835	(11.0)
213. Sioux Falls, S. D.	90,457	92,220	(1.9)
214. Dubuque	*	*	
215. Zanesville, Ohio	—	—	
216. Parkersburg, W. Va.	41,133	49,538	(17.0)
217. Lawton, Okla.	—	—	
218. Abilene	67,763	71,637	(5.4)
219. Tyler, Texas	79,899	45,059	77.3
220. Reno	84,066	62,288	35.0
221. La Crosse	62,474	68,237	(8.4)
222. Pine Bluff, Ark.	32,480	29,379	10.6
223. Richmond, Ind.	—	—	
224. Tallahassee	52,878	31,699	66.8
225. Paducah	59,052	*	
226. San Angelo, Texas	41,630	—	
227. Longview, Texas	—	—	
228. Billings	117,898	126,401	(6.7)
229. Fitchburg-Leominster, Mass.	—	—	
230. Wilmington, N. C.	62,842	62,295	.9
231. Owensboro, Ky.	—	—	
232. Lewiston-Auburn, Me.	*	—	
233. Greenville, Miss.	33,547	31,698	5.8
234. Lafayette, La.	—	—	
235. Fort Smith, Ark.	78,009	77,595	.5
236. Great Falls	65,453	61,764	6.0
237. Quincy, Ill.	—	—	
238. Pittsfield, Mass.	*	—	
239. Meridian, Miss.	35,646	33,521	9.3
240. Midland, Texas	72,221	59,838	20.7
241. Laredo	*	—	
242. Kokomo, Ind.	—	—	
243. Albany, Ga.	40,007	44,707	(10.4)
244. Rapid City, S. D.	85,187	—	
245. Bloomington, Ind.	—	—	
246. Columbia, Mo.	—	—	
247. Key West, Fla.	—	—	

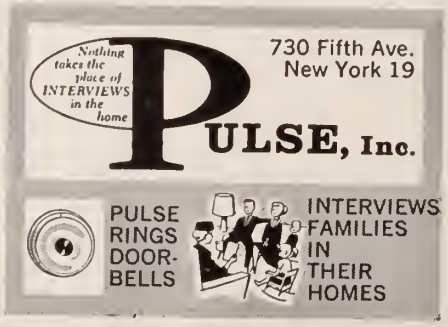
NOTES:

1. Dollar volume of sales compiled from information published by the Federal Communications Commission in annual "Public Notice," giving "Final Am-Fm Broadcast Financial Data."
2. Cities or areas listed from October 1, 1960 issue of "Spot Radio Rates and Data" of Standard Rate & Data Service Inc., arranged by Metro Area Population, Rank; Percent of U. S.—January 1, 1960."
3. Items marked * indicate data not published for groups of less than three stations.
4. Items marked — indicate no information published by F. C. C.

How many of these services DO YOU HAVE?

- ☐ Radio Reports for 229 Markets
- ☐ Televison Reports for 159 Markets
- ☐ FM Reports
- ☐ Negro Radio Reports
- ☐ Foreign Language Reports
- ☐ Area Reports
- ☐ Consumer Research Market Studies
- ☐ Audience Profiles of all Network TV Programs
- ☐ Annual Review TV-Radio Markets

☒ *Check the ones you need. And write for complete information or phone Judson 6-3316*





Radio Research

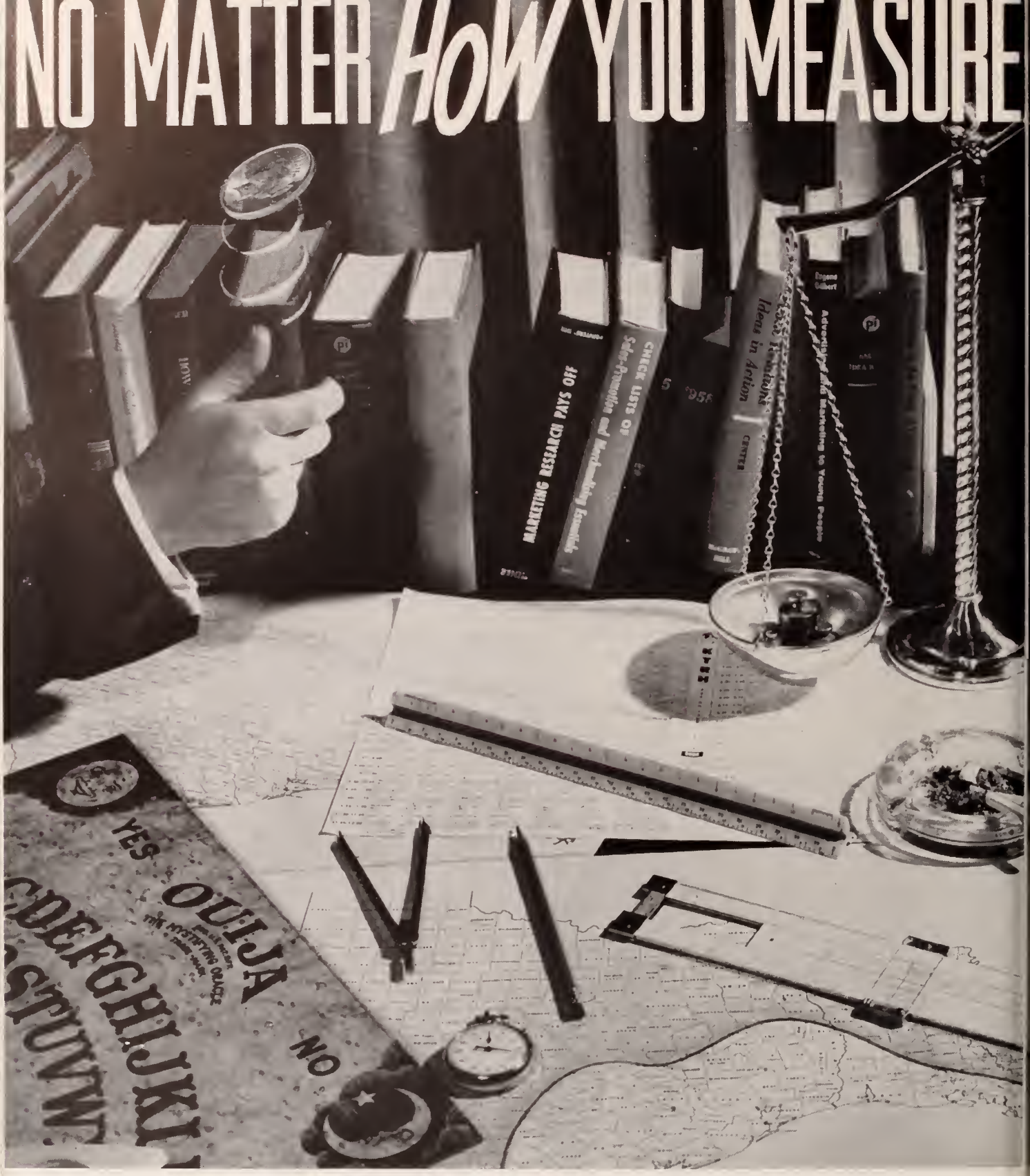
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Radio Stations In the U. S.

The number of radio stations on the air in the United States tells a graphic story of growth from the medium's inception and continuing unabated up to the present. The figures through 1959 are from the Electronic Industries Association's annual fact book. Stations on air through October 1960 are reported by the Federal Communications Commission.

End of Year	Am Radio	Fm Radio	Total Radio
1945	1,056	48	1,104
1946	1,579	140	1,656
1947	1,621	374	1,995
1948	1,912	750	2,662
1949	2,085	733	2,818
1950	2,232	676	2,908
1951	2,330	637	2,967
1952	2,391	616	3,007
1953	2,521	560	3,081
1954	2,669	552	3,221
1955	2,824	540	3,364
1956	3,008	530	3,538
1957	3,180	537	3,717
1958	3,318	571	3,889
1959	3,450	665	4,115
1960 (through October)	3,526	785	4,311

NO MATTER *HOW* YOU MEASURE



"Read your Neilsen every day"

KTRH

Houston, Texas

CBS 50,000 Watts 740 KC

"Watch your advertising pay"

Houston merchants, brokers, factory representatives and advertising agencies will confirm our long established reputation in sales results: KTRH has the audience with the INCOME and CREDIT RATINGS. Represented Nationally by PETERS, GRIFFIN, WOODWARD, INC.

Radio Families in 100 Markets

Below is a list of the number of radio families in the metropolitan areas of 100 markets, arranged alphabetica
The list, prepared by Pulse, is taken from audience studies most of which were done in the last six months of 19

Akron	152,200	Grand Rapids	104,600	Portland, Ore.	285,100
Albany-Troy-Schenectady	207,300	Greensboro, N. C.	111,400	Providence, R. I.	203,400
Albuquerque	65,200	Harrisburg	100,400	Reading, Pa.	75,400
Allentown-Bethlehem	126,500	Hartford	137,400	Richmond, Va.	112,000
Atlanta	275,600	Honolulu	117,300	Rochester, N. Y.	179,000
Bakersfield, Calif.	82,800	Houston	359,300	Sacramento, Calif.	143,700
Baltimore	482,100	Huntington, W. Va.	71,200	Salt Lake City	108,200
Beaumont, Tex	88,700	Indianapolis	204,300	San Antonio	176,400
Birmingham	175,400	Jacksonville, Fla.	124,900	San Diego	304,000
Boston	938,700	Johnstown, Pa.	37,700	San Francisco	883,200
Bridgeport, Conn.	49,000	Kansas City	339,500	Scranton, Pa.	69,700
Bristol, Tenn.	41,100	Knoxville	98,900	Seattle-Tacoma	
Buffalo	388,100	Lake Charles, La.	38,600	Seattle	354,300
Canton, O.	53,500	Lancaster, Pa.	67,900	Tacoma	95,900
Charleston, W. Va.	54,000	Lansing, Mich.	62,700	Shreveport	71,600
Charlotte	72,000	Little Rock	76,500	South Bend	50,600
Chattanooga	81,900	Los Angeles	2,181,500	Spokane	91,200
Chicago	2,013,300	Louisville	205,500	Springfield, Ill.	150,400
Cincinnati	337,600	Memphis	163,900	St. Louis	632,100
Cleveland	528,900	Miami-Ft. Lauderdale	277,200	Stockton, Calif.	72,900
Columbia, S. C.	56,900	Milwaukee	350,700	Syracuse	191,700
Columbus, O.	195,500	Minneapolis-St. Paul	417,900	Tampa	232,100
Dallas-Ft. Worth		Mobile	75,000	Toledo	142,500
Dallas	317,800	Nashville	104,200	Trenton	72,000
Ft. Worth	183,000	New Haven	85,700	Tulsa	117,500
Davenport-Rock Island-Moline	81,600	New Orleans	247,600	Tucson	71,100
Dayton, O.	201,800	New York	4,417,300	Utica, N. Y.	89,400
Denver	273,600	Norfolk	212,400	Washington, D. C.	579,800
Des Moines	85,000	Oklahoma City	143,700	Wheeling-Steubenville	83,600
Detroit	1,116,100	Omaha	131,300	Wichita	106,100
Duluth, Minn.	81,100	Orlando, Fla.	92,000	Wilkes-Barre, Pa.	101,200
El Paso	84,700	Peoria	89,900	Wilmington, Del.	98,300
Erie, Pa.	68,100	Philadelphia	1,253,400	York, Pa.	69,200
Flint, Mich.	104,600	Phoenix	169,100	Youngstown, O.	166,000
Fresno	101,700	Pittsburgh	673,500		

WEEKLY IN-HOME RADIO AUDIENCE

This analysis by A. C. Nielsen for in-home listening only shows the radio audience for the various dayparts.

	AVERAGE MINUTE			WEEKLY CUMULATIVE TOTAL		
By Dayparts*	% of Weekly Radio Usage	% U. S. Radio Homes	No. Homes (000)	% U. S. Radio Homes	No. Homes (000)	Avg. Hrs. per Home Reached
Mon-Fri Morn.	34	15.7	7,764	**71.0**	**35,110**	**6.63**
Mon.-Fri. Aft.	23	10.6	5,242	**57.9**	**28,632**	**5.46**
Sunday Morn.	4	9.8	4,846	**35.9**	**17,753**	**1.63**
Sunday Aft.	4	10.2	5,044	**31.1**	**15,379**	**1.96**
Saturday Morn.	6	13.4	6,626	**46.1**	**22,796**	**1.74**
Saturday Aft.	5	12.1	5,983	**33.9**	**16,764**	**2.14**
All Evenings	18	6.0	2,967	**53.5**	**26,456**	**4.73**
12 Mdn.-6 am	6	1.8	890	**16.4**	**8,110**	**4.60**
24 Hr. 7 Day Total	100	8.3	4,104	**82.3**	**40,697**	**16.86**

*East & Central Time Zones: N. Y. Time; Pacific Time Zone: Local Time. Feb. 29-March 6, 1960.

Audience Composition

This report on audience composition for in-home listening for six selected markets across the country documents the preponderance of "men" and "women" listeners at any time period during the day. (HUR stands for Homes Using Radio.)

(All Figures Based on March-April 1960)

	HUR—%	Individuals—(000)	Audience Composition—(%) Men	Women	Teens	Children
NEW YORK						
8-9 am	20.7	1,602.9	**20**	**60**	3	17
10-11	18.1	1,245.8	**17**	**65**	6	12
2-3 pm	7.6	555.7	**17**	**64**	9	10
5-6	9.4	808.8	**28**	**48**	11	13
8-9	5.4	580.0	**20**	**36**	29	15
MINNEAPOLIS-ST. PAUL						
8-9 am	23.3	158.3	**21**	**62**	8	9
10-11	15.6	93.5	**16**	**68**	9	7
2-3 pm	12.9	82.4	**14**	**65**	11	10
5-6	15.9	127.0	**23**	**50**	16	11
8-9	4.6	33.1	**26**	**42**	25	7
SEATTLE-TACOMA						
8-9 am	24.2	149.0	**22**	**66**	5	7
10-11	19.7	106.1	**20**	**74**	2	4
2-3 pm	14.8	79.8	**28**	**64**	3	5
5-6	17.4	120.6	**35**	**48**	10	7
8-9	5.3	36.7	**33**	**35**	24	8
MEMPHIS						
8-9 am	15.5	41.1	**25**	**61**	5	9
10-11	13.8	32.3	**18**	**73**	3	6
2-3 pm	9.6	22.5	**18**	**66**	7	9
5-6	14.4	45.0	**19**	**55**	13	13
8-9	6.4	20.0	**31**	**44**	19	6
DALLAS-FT. WORTH						
8-9 am	19.7	139.8	**26**	**61**	7	6
10-11	11.4	70.8	**15**	**75**	5	5
2-3 pm	8.6	53.5	**16**	**70**	6	8
5-6	8.7	65.6	**30**	**51**	13	6
8-9	4.0	35.6	**27**	**48**	11	14
SAN FRANCISCO-OAKLAND						
8-9 am	19.3	287.5	**17**	**60**	4	19
10-11	18.2	239.3	**16**	**70**	3	11
2-3 pm	12.7	167.0	**13**	**67**	8	12
5-6	14.4	227.2	**25**	**52**	10	13
8-9	4.7	90.6	**15**	**40**	24	21

Source: Nielsen Station Index

Auto Plus

Here are Nielsen calculations for auto tune-in in five markets in different parts of the country. The company explains its method: "Nielsen measures auto radio listening in the Nielsen Radio Index panel. The sample homes keep a record of auto radio listening in a closed-end diary (Audilog) attached to the car radio. This data is verified by the Auto Recordimeter. A sub-sample of our radio homes have a Recordimeter installed in their cars. This instrument records how long the radio is operated each day. This elapsed time count and auto diary records provide a measure of auto radio listening volume for the nation. Auto radio listening is expressed as a percentage of in-home listening (Homes Using Radio-HUR) because the family base for each figure is the same. A car radio used at a specific time may not count as another home since the family at home may also be tuned."

Based on March-April 1960 (Except Boston)
Monday-Friday

	In-Home HUR (%)	Auto-Plus (% of HUR)	Home Plus Auto
KANSAS CITY			
8-9 a.m.	25.9	15	29.8
10-11 a.m.	17.6	12	19.7
2-3 p.m.	12.0	20	14.4
5-6 p.m.	15.6	30	20.3
8-9 p.m.	4.7	34	6.3
COLUMBUS, OHIO			
8-9 a.m.	23.5	14	26.8
10-11 a.m.	17.1	10	18.8
2-3 p.m.	9.3	30	12.1
5-6 p.m.	9.9	44	14.3
8-9 p.m.	4.8	39	6.7
ATLANTA			
8-9 a.m.	19.6	14	22.3
10-11 a.m.	16.1	8	17.4
2-3 p.m.	11.5	20	13.8
5-6 p.m.	10.7	33	14.2
8-9 p.m.	6.6	23	8.1
SAN DIEGO			
8-9 a.m.	18.9	9	20.6
10-11 a.m.	19.2	10	21.1
2-3 p.m.	11.2	17	13.1
5-6 p.m.	12.0	36	16.3
8-9 p.m.	5.7	19	6.8
BOSTON (APR.-MAY 1960)			
8-9 a.m.	17.2	18	20.3
10-11 a.m.	17.5	10	19.3
2-3 p.m.	10.8	22	13.2
5-6 p.m.	11.4	37	15.6
8-9 p.m.	5.2	34	7.0

AVERAGE HOURS RADIO USAGE PER HOME PER DAY

In-home radio listening in tv homes compared with radio-only homes. The latter represents about 10 percent of total U.S. homes (Nielsen).

	Television Homes	Radio-Only Homes
1960	1.85	2.71
1957	1.87	3.29
1955	1.91	3.72

March-April Each Year

AVERAGE HOURS RADIO USAGE PER HOME PER DAY

In-home radio listening in various county sizes and parts of the country (Northeast, East Central, West Central, South, Pacific). (Nielsen)

	Total	County Size				Territory				
	U.S.	A	B	C	D	NE	EC	WC	S	P
1960	1.92	2.03	1.86	1.69	2.02	1.65	2.06	2.27	1.75	2.03
1957	2.11	2.26	1.95	2.05	2.10	1.82	1.74	2.56	2.16	2.40
1955	2.45	2.35	2.29		2.64*	1.95	2.38	2.63	2.69	2.80

*C & D

March-April Each Year

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Cumulative Audience

The following Cumulative Pulse Audience analyses in 35 markets were done on special order in 1960. These studies show the net unduplicated radio homes reached by day and week parts and total day and total week. The daily "eume" is the number of *different* homes reached on the average day during the daypart designated; the weekly "eume" is the number of *different* homes reached in the course of a seven-day week during the daypart designated. (The complete study provides a breakdown by stations.) Estimates on the number of radio families or radio homes for the total market may differ slightly with figures on page 25 because, in most cases, the cumulative studies below were done earlier than the studies from which the radio families listed on that page were taken.

Akron (January 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average ¼ hour audience*	30,700	(20.3)
Daily Cume	65,900	(43.5)
Weekly Cume	93,000	(61.4)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	33,900	(22.4)
Daily Cume	62,400	(41.2)
Weekly Cume	90,500	(59.8)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	31,900	(21.1)
Daily Cume	61,600	(40.7)
Weekly Cume	90,800	(60.0)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	28,200	(18.6)
Daily Cume	59,000	(39.0)
Weekly Cume	93,000	(61.4)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	31,200	(20.6)
Daily Cume	97,000	(64.1)
Weekly Cume	116,300	(76.8)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	20,900	(13.8)
Daily Cume	43,600	(28.8)
Weekly Cume	62,800	(41.5)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	14,500	(9.6)
Daily Cume	39,800	(26.3)
Weekly Cume	56,900	(37.6)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	17,700	(11.7)
Daily Cume	64,600	(42.7)
Weekly Cume	83,000	(54.8)
TOTAL DAY (24 hours)		
Average ¼ hour audience	27,000	(17.8)
Daily Cume	122,500	(80.9)
Weekly Cume	135,800	(89.7)

This study covers Akron metropolitan area. This area is synonymous with Summit county. The total number of radio homes in this area is 151,400.

*Average quarter hour audience is based only on Monday–Friday average 6 A.M.–12 Midnight.

Albany-Troy-Schenectady (January 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average ¼ hour audience*	42,700	(20.6)
Daily Cume	85,600	(41.3)
Weekly Cume	128,100	(61.8)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	49,500	(23.9)
Daily Cume	79,000	(38.1)
Weekly Cume	123,100	(59.4)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	46,400	(22.4)
Daily Cume	80,600	(38.9)
Weekly Cume	119,000	(57.4)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	47,900	(23.1)
Daily Cume	84,400	(40.7)
Weekly Cume	124,600	(60.1)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	46,600	(22.5)
Daily Cume	125,600	(60.6)
Weekly Cume	158,800	(76.6)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	39,400	(19.1)
Daily Cume	60,500	(29.2)
Weekly Cume	87,300	(42.1)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	23,600	(11.4)
Daily Cume	46,200	(22.3)
Weekly Cume	86,900	(41.9)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	31,500	(15.2)
Daily Cume	80,600	(38.9)
Weekly Cume	111,100	(53.6)
TOTAL DAY (24 hours)		
Average ¼ hour audience	41,700	(20.1)
Daily Cume	167,700	(80.9)
Weekly Cume	188,900	(91.1)

This study covers the Albany-Troy-Schenectady metropolitan area. This area includes the following counties: Albany, Rensselaer, Saratoga, Schenectady. The total number of radio homes in this area is 207,300.

*Average quarter hour audience is based only on Monday–Friday average 6 A.M.–12 Midnight.

Baltimore (February 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average ¼ hour audience	77,900	(16.9)
Daily Cume	195,000	(42.3)
Weekly Cume	303,900	(65.9)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	97,700	(21.2)
Daily Cume	179,400	(38.9)
Weekly Cume	275,300	(59.7)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	89,900	(19.5)
Daily Cume	176,100	(38.2)
Weekly Cume	266,500	(57.8)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	88,100	(19.1)
Daily Cume	184,900	(40.1)
Weekly Cume	294,200	(63.8)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	88,500	(19.2)
Daily Cume	287,300	(62.3)
Weekly Cume	343,000	(74.4)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	70,100	(15.2)
Daily Cume	125,100	(27.2)
Weekly Cume	190,900	(41.4)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	451,900	(9.8)
Daily Cume	104,200	(22.6)
Weekly Cume	191,300	(41.5)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	57,600	(12.5)
Daily Cume	183,000	(39.7)
Weekly Cume	256,400	(55.6)

TOTAL DAY (24 hours)		
Average ¼ hour audience*	78,400	(17.0)
Daily Cume	372,100	(80.7)
Weekly Cume	413,600	(89.7)

This study covers Baltimore metropolitan area. This area includes Anne Arundel, Baltimore and Carroll counties. The total number of radio homes in this area is 461,100.

*Excludes 12 Midnight to 6 A.M.

Billings, Mont. (February 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience*	5,900	(23.7)
Daily Cume	12,100	(48.6)
Weekly Cume	15,300	(61.5)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	6,700	(27.0)
Daily Cume	11,800	(47.4)
Weekly Cume	14,800	(59.8)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	6,000	(24.1)
Daily Cume	10,300	(41.5)
Weekly Cume	13,800	(55.7)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	5,200	(21.1)
Daily Cume	10,800	(43.7)
Weekly Cume	15,400	(62.1)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	6,000	(24.0)
Daily Cume	15,700	(63.4)
Weekly Cume	18,900	(76.4)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	4,100	(16.7)
Daily Cume	7,000	(28.4)
Weekly Cume	11,100	(44.6)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	2,700	(11.0)
Daily Cume	5,800	(23.2)
Weekly Cume	11,700	(47.1)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	3,400	(13.9)
Daily Cume	9,000	(36.3)
Weekly Cume	13,900	(56.1)
TOTAL DAY (24 hours)		
Average ¼ hour audience	5,100	(20.6)
Daily Cume	20,000	(80.7)
Weekly Cume	22,000	(88.7)

This study covers Billings, Montana (Yellowstone county). The total number of radio homes in this area is 24,800.

*Average quarter hour audience is based only on Monday–Friday average 6 A.M.–12 Midnight.

Boston (February 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	210,900	(22.7)
Daily Cume	503,600	(54.2)
Weekly Cume	611,300	(65.8)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	272,200	(29.3)
Daily Cume	489,600	(52.7)
Weekly Cume	602,100	(64.8)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	235,100	(25.3)
Daily Cume	384,600	(41.4)
Weekly Cume	553,700	(59.6)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	209,000	(22.5)
Daily Cume	449,700	(48.4)
Weekly Cume	556,500	(59.9)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	232,300	(25.0)
Daily Cume	656,900	(70.7)
Weekly Cume	695,900	(74.9)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	188,600	(20.3)
Daily Cume	359,600	(38.7)
Weekly Cume	453,400	(48.8)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	127,300	(13.7)
Daily Cume	291,700	(31.4)
Weekly Cume	396,700	(42.7)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	157,900	(17.0)
Daily Cume	446,900	(48.1)
Weekly Cume	544,500	(58.6)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	207,200	(22.3)
Daily Cume	699,600	(75.3)
Weekly Cume	801,800	(86.3)

This study covers the following 5 counties in the Boston metropolitan area: Essex, Middlesex, Norfolk, Plymouth and Suffolk. The total number of radio homes in this area is 929,100.

*Excludes 12 Midnight to 6 A.M.

Bristol, Tenn. (January 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience*	8,100	(19.6)
Daily Cume	17,400	(42.3)
Weekly Cume	24,700	(60.1)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	9,600	(23.3)
Daily Cume	19,300	(46.9)
Weekly Cume	24,500	(59.7)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience*	8,500	(20.7)
Daily Cume	16,600	(4.4)
Weekly Cume	24,100	(58.7)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	8,900	(21.7)
Daily Cume	18,800	(45.8)
Weekly Cume	25,600	(62.3)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	8,800	(21.3)
Daily Cume	26,100	(63.5)
Weekly Cume	31,200	(75.9)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	6,300	(15.3)
Daily Cume	14,300	(34.8)
Weekly Cume	16,500	(40.2)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	4,200	(10.3)
Daily Cume	12,900	(31.4)
Weekly Cume	18,400	(44.7)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	5,300	(12.8)
Daily Cume	17,800	(43.4)
Weekly Cume	24,100	(58.7)
TOTAL DAY (24 hours)		
Average ¼ hour audience	7,600	(18.5)
Daily Cume	34,400	(83.7)
Weekly Cume	36,100	(87.8)

This study covers Bristol, Tennessee-Virginia area. This area includes Sullivan county, Tenn., and Washington county, Virginia. The total number of radio homes in this area is 41,100.

*Average quarter hour audience is based only on Monday–Friday average 6 A.M.–12 Midnight.

Buffalo, N. Y. (February 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	80,800	(20.9)
Daily Cume	181,300	(46.9)
Weekly Cume	249,000	(64.4)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	97,400	(25.2)
Daily Cume	176,700	(45.7)
Weekly Cume	238,900	(61.8)

AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	89,700	(23.2)
Daily Cume	159,700	(41.3)
Weekly Cume	233,500	(60.4)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	89,300	(23.1)
Daily Cume	177,100	(45.8)
Weekly Cume	258,200	(66.8)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	89,300	(23.1)
Daily Cume	248,200	(64.2)
Weekly Cume	293,000	(75.8)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	72,300	(18.7)
Daily Cume	118,300	(30.6)
Weekly Cume	178,600	(46.2)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	44,500	(11.5)
Daily Cume	95,500	(24.7)
Weekly Cume	165,900	(42.9)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	58,400	(15.1)
Daily Cume	161,200	(41.7)
Weekly Cume	216,900	(56.1)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	78,900	(20.4)
Daily Cume	296,900	(76.8)
Weekly Cume	346,800	(89.7)

This study covers the Buffalo metropolitan area. This area includes Erie and Niagara counties. The total number of radio homes in this area is 386,600.

*Excludes 12 Midnight to 6 A.M.

Chicago (February 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	426,700	(21.7)
Daily Cume	922,600	(46.9)
Weekly Cume	1,314,000	(66.8)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	483,900	(24.6)
Daily Cume	855,700	(43.5)
Weekly Cume	1,184,200	(60.2)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	440,600	(22.4)
Daily Cume	822,200	(41.8)
Weekly Cume	1,146,800	(58.3)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	438,700	(22.3)
Daily Cume	879,300	(44.7)
Weekly Cume	1,262,900	(64.2)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	448,500	(22.8)
Daily Cume	1,253,000	(63.7)
Weekly Cume	1,483,200	(75.4)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	306,900	(15.6)
Daily Cume	566,500	(28.8)
Weekly Cume	863,500	(43.9)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	182,900	(9.3)
Daily Cume	474,100	(24.1)
Weekly Cume	753,400	(38.3)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	243,900	(12.4)
Daily Cume	824,200	(41.9)
Weekly Cume	1,117,300	(56.8)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	379,700	(19.3)
Daily Cume	1,542,200	(78.4)
Weekly Cume	1,744,800	(88.7)

This study covers the Chicago metropolitan area. This area includes Cook, DuPage, Kane, Lake (Ill.), McHenry, Will, Lake (Ind.) and Porter counties. The total number of radio homes in this area is 1,967,100.

*Excludes 12 Midnight to 6 A.M.

Colorado Springs, Colo. (June 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Daily Cume	19,300	(48.3)
Weekly Cume	26,600	(66.7)
MORNING (9 A.M.—12 Nn)		
Daily Cume	16,500	(41.3)
Weekly Cume	24,900	(62.3)
AFTERNOON (12 Nn—3 P.M.)		
Daily Cume	16,200	(40.6)
Weekly Cume	25,800	(64.7)
AFTERNOON (3 P.M.—6 P.M.)		
Daily Cume	19,000	(47.5)
Weekly Cume	27,100	(67.8)
DAYTIME (6 A.M.—6 P.M.)		
Daily Cume	26,500	(66.3)
Weekly Cume	31,700	(79.5)
NIGHTTIME (6 P.M.—9 P.M.)		
Daily Cume	11,400	(28.6)
Weekly Cume	17,000	(42.7)
NIGHTTIME (9 P.M.—12 Mid.)		
Daily Cume	9,900	(24.8)
Weekly Cume	18,100	(45.4)
NIGHTTIME (6 P.M.—12 Mid.)		
Daily Cume	17,800	(44.6)
Weekly Cume	24,900	(62.4)
TOTAL DAY (24 hours)		
Daily Cume	33,600	(84.3)
Weekly Cume	37,000	(92.8)

This study covers Colorado Springs, Colo., metropolitan area. (This area is synonymous with El Paso county.) The total number of radio homes in this area is 39,900.

Dallas (March 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	68,600	(22.4)
Daily Cume	145,800	(47.7)
Weekly Cume	199,400	(65.1)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	76,000	(24.8)
Daily Cume	128,300	(41.9)
Weekly Cume	185,000	(60.4)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	70,100	(22.9)
Daily Cume	126,500	(41.3)
Weekly Cume	183,200	(59.8)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	74,400	(24.3)
Daily Cume	143,000	(46.7)
Weekly Cume	204,600	(66.8)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	72,300	(23.6)
Daily Cume	190,800	(62.3)
Weekly Cume	228,500	(74.6)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	57,900	(18.9)
Daily Cume	91,300	(29.8)
Weekly Cume	137,500	(44.9)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	39,500	(12.9)
Daily Cume	79,000	(25.8)
Weekly Cume	129,900	(42.4)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	48,700	(15.9)
Daily Cume	133,900	(43.7)
Weekly Cume	184,400	(60.2)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	64,300	(21.0)
Daily Cume	237,100	(77.4)
Weekly Cume	271,700	(88.7)

This study covers the Dallas metropolitan area. This area includes the following counties: Collins, Dallas, Denton, and Ellis. The total number of radio homes in this area is 306,300.

*Excludes 12 Midnight to 6 A.M.

Dayton, O. (January 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average ¼ hour audience*	42,900	(21.6)
Daily Cume	78,300	(39.4)
Weekly Cume	103,600	(52.1)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	46,500	(23.4)
Daily Cume	74,200	(37.3)
Weekly Cume	109,500	(55.1)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	42,900	(21.6)
Daily Cume	72,200	(36.3)
Weekly Cume	105,000	(52.8)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	45,500	(22.9)
Daily Cume	88,900	(44.7)
Weekly Cume	118,500	(59.6)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	44,500	(22.4)
Daily Cume	122,700	(61.7)
Weekly Cume	149,300	(75.1)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	32,600	(16.4)
Daily Cume	74,400	(37.4)
Weekly Cume	87,100	(43.8)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	24,100	(12.1)
Daily Cume	60,600	(30.5)
Weekly Cume	82,300	(41.4)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	28,400	(14.3)
Daily Cume	91,100	(45.8)
Weekly Cume	106,200	(53.4)
TOTAL DAY (24 hours)		
Average ¼ hour audience	39,200	(19.7)
Daily Cume	142,700	(71.8)
Weekly Cume	168,200	(84.6)

This study covers the Dayton metropolitan area. This area includes Greene, Miami and Montgomery counties. The total number of radio homes in this area is 198,800.

*Average quarter hour audience is based only on Monday–Friday average 6 A.M.–12 Midnight.

Detroit (February 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average ¼ hour audience	189,100	(17.2)
Daily Cume	490,200	(44.6)
Weekly Cume	712,300	(64.8)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	236,300	(21.5)
Daily Cume	436,400	(39.7)
Weekly Cume	652,900	(59.4)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	231,900	(21.1)
Daily Cume	470,500	(42.8)
Weekly Cume	673,800	(61.3)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	228,600	(20.8)
Daily Cume	455,100	(41.4)
Weekly Cume	722,200	(65.7)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	220,900	(20.1)
Daily Cume	698,000	(63.5)
Weekly Cume	823,300	(74.9)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	169,300	(15.4)
Daily Cume	284,700	(25.9)
Weekly Cume	441,900	(40.2)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	114,300	(10.4)
Daily Cume	259,400	(23.6)
Weekly Cume	418,800	(38.1)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	141,800	(12.9)
Daily Cume	435,300	(39.6)
Weekly Cume	584,800	(53.2)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	194,600	(17.7)
Daily Cume	850,800	(77.4)
Weekly Cume	973,900	(88.6)

This study covers the Detroit metropolitan area. This area includes Wayne, Oakland and Macomb counties. The total number of radio homes in this area is 1,099,200.

*Excludes 12 Midnight to 6 A.M.

Jacksonville, Fla. (January 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average ¼ hour audience*	27,300	(22.4)
Daily Cume	55,800	(45.7)
Weekly Cume	61,600	(50.5)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience*	30,900	(25.3)
Daily Cume	50,900	(41.7)
Weekly Cume	58,800	(48.2)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	28,400	(23.3)
Daily Cume	48,900	(40.1)
Weekly Cume	58,100	(47.6)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	31,000	(25.4)
Daily Cume	59,700	(48.9)
Weekly Cume	63,800	(52.3)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	29,400	(24.1)
Daily Cume	72,800	(59.7)
Weekly Cume	82,000	(67.2)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	21,000	(17.2)
Daily Cume	49,500	(40.6)
Weekly Cume	57,100	(46.8)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	13,500	(11.1)
Daily Cume	30,000	(24.6)
Weekly Cume	49,700	(40.7)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	17,300	(14.2)
Daily Cume	61,100	(50.1)
Weekly Cume	70,500	(57.8)
TOTAL DAY (24 hours)		
Average ¼ hour audience	25,400	(20.8)
Daily Cume	87,600	(71.8)
Weekly Cume	95,700	(79.9)

This study covers the Jacksonville metropolitan area. This area is synonymous with Duval county. The total number of radio homes in this area is 122,000.

*Average quarter hour audience is based only on Monday–Friday average 6 A.M.–12 Midnight.

Knoxville, Tenn. (February 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average ¼ hour audience*	22,800	(23.2)
Daily Cume	40,800	(41.5)
Weekly Cume	59,400	(60.4)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	23,500	(23.9)
Daily Cume	39,000	(39.7)
Weekly Cume	55,800	(56.8)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	23,400	(23.8)
Daily Cume	37,300	(37.9)
Weekly Cume	53,800	(54.7)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	23,900	(24.3)
Daily Cume	41,900	(42.6)
Weekly Cume	57,100	(58.1)

DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	23,400	(23.8)
Daily Cume	56,400	(57.4)
Weekly Cume	71,300	(72.5)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	17,500	(17.8)
Daily Cume	24,700	(25.1)
Weekly Cume	35,200	(35.8)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	10,800	(11.0)
Daily Cume	21,200	(21.6)
Weekly Cume	33,300	(33.9)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	14,200	(14.4)
Daily Cume	36,700	(37.3)
Weekly Cume	50,900	(51.8)
TOTAL DAY (24 hours)		
Average ¼ hour audience	20,300	(20.7)
Daily Cume	71,200	(72.4)
Weekly Cume	79,300	(80.7)

This study covers the Knoxville metropolitan area. This area includes Anderson, Blount and Knox counties. The total number of radio homes in this area is 98,300.

*Average quarter hour audience is based only on Monday–Friday average 6 A.M.–12 Midnight.

Los Angeles (February 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	490,800	(22.5)
Daily Cume	953,300	(43.7)
Weekly Cume	1,435,400	(65.8)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	608,600	(27.9)
Daily Cume	901,000	(41.3)
Weekly Cume	1,306,700	(59.9)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	567,200	(26.0)
Daily Cume	979,500	(44.9)
Weekly Cume	1,332,900	(61.1)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	586,800	(26.9)
Daily Cume	999,100	(45.8)
Weekly Cume	1,448,500	(66.4)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	562,800	(25.8)
Daily Cume	1,394,000	(63.9)
Weekly Cume	1,751,700	(80.3)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	397,000	(18.2)
Daily Cume	667,500	(30.6)
Weekly Cume	957,700	(43.9)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	277,100	(12.7)
Daily Cume	573,700	(26.3)
Weekly Cume	909,700	(41.7)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	338,100	(15.5)
Daily Cume	951,100	(43.6)
Weekly Cume	1,335,100	(61.2)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	488,700	(22.4)
Daily Cume	1,869,500	(85.7)
Weekly Cume	1,965,500	(90.1)

This study covers the Los Angeles metropolitan area. This area includes Los Angeles and Orange counties. The total number of radio homes in this area is 2,181,500.

*Excludes 12 Midnight to 6 A.M.

Madison, Wisc. (March 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	25,700	(21.8)
Daily Cume	52,500	(44.6)
Weekly Cume	73,300	(62.2)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	28,300	(24.0)
Daily Cume	48,500	(41.2)
Weekly Cume	71,400	(60.6)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	28,500	(24.2)
Daily Cume	51,100	(43.4)
Weekly Cume	70,400	(59.8)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	29,500	(25.0)
Daily Cume	49,500	(42.0)
Weekly Cume	75,900	(64.4)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	28,000	(23.8)
Daily Cume	74,400	(63.2)
Weekly Cume	93,800	(79.6)

This study covers the Madison, Wisconsin, 11-county area. The area includes Adams, Columbia, Dane, Green, Green Lake, Juneau, Lafayette, Marquette, Richland, Sauk, Waushara counties. The total number of radio homes in this area is 117,800.

Memphis (January 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience*	40,600	(25.5)
Daily Cume	79,200	(49.7)
Weekly Cume	89,900	(56.4)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	43,400	(27.2)
Daily Cume	77,500	(48.6)
Weekly Cume	86,100	(54.0)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	40,000	(25.1)
Daily Cume	76,500	(48.0)
Weekly Cume	84,200	(52.8)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	40,600	(25.5)
Daily Cume	85,600	(53.7)
Weekly Cume	100,600	(63.1)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	41,100	(25.8)
Daily Cume	103,900	(65.2)
Weekly Cume	109,700	(68.8)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	33,000	(20.7)
Daily Cume	67,700	(42.5)
Weekly Cume	83,400	(52.3)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	22,200	(13.9)
Daily Cume	48,100	(30.2)
Weekly Cume	75,600	(47.4)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	27,600	(17.3)
Daily Cume	77,900	(48.9)
Weekly Cume	99,000	(62.1)
TOTAL DAY (24 hours)		
Average ¼ hour audience	36,700	(23.0)
Daily Cume	115,400	(72.4)
Weekly Cume	137,600	(86.3)

This study covers the Memphis metropolitan area. This area is synonymous with Shelby county. The total number of radio homes in this area is 159,400.

*Average quarter hour audience is based only on Monday–Friday average 6 A.M.–12 Midnight.

Milwaukee (February 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	74,900	(21.9)
Daily Cume	152,100	(44.5)
Weekly Cume	225,000	(65.8)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	93,300	(27.3)
Daily Cume	148,400	(43.4)
Weekly Cume	188,700	(55.2)

AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	85,800	(25.1)
Daily Cume	141,900	(41.5)
Weekly Cume	200,400	(58.6)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	81,400	(23.8)
Daily Cume	142,600	(41.7)
Weekly Cume	219,500	(64.2)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	83,800	(24.5)
Daily Cume	207,200	(60.6)
Weekly Cume	258,500	(75.6)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	63,900	(18.7)
Daily Cume	97,100	(28.4)
Weekly Cume	144,600	(42.3)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	43,400	(12.7)
Daily Cume	85,100	(24.9)
Weekly Cume	137,400	(40.2)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	53,700	(15.7)
Daily Cume	142,200	(41.6)
Weekly Cume	185,000	(54.1)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	74,900	(21.9)
Daily Cume	255,700	(74.8)
Weekly Cume	296,400	(86.7)

This study covers the Milwaukee metropolitan area. This area includes Milwaukee and Waukesha counties. The total number of radio homes in this area is 341,900.

*Excludes 12 Midnight to 6 A.M.

Minneapolis-St. Paul (March 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	95,900	(23.3)
Daily Cume	193,100	(46.9)
Weekly Cume	252,000	(61.2)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	109,100	(26.5)
Daily Cume	177,900	(43.2)
Weekly Cume	240,400	(58.4)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	99,600	(24.2)
Daily Cume	171,700	(41.7)
Weekly Cume	229,700	(55.8)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	105,800	(25.7)
Daily Cume	195,100	(47.4)
Weekly Cume	259,000	(62.9)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	102,500	(24.9)
Daily Cume	260,600	(63.3)
Weekly Cume	311,700	(75.7)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	75,300	(18.3)
Daily Cume	122,700	(29.8)
Weekly Cume	184,000	(44.7)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	100,900	(24.5)
Daily Cume	48,200	(11.7)
Weekly Cume	168,800	(41.0)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	61,800	(15.0)
Daily Cume	172,100	(41.8)
Weekly Cume	230,100	(55.9)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	88,900	(21.6)
Daily Cume	332,200	(80.7)
Weekly Cume	373,400	(90.7)

This study covers the Minneapolis-St. Paul 5-county area. This area includes the following counties: Anoka, Dakota, Hennepin, Ramsey and Washington. The total number of radio homes in this area is 411,700.

*Excludes 12 Midnight to 6 A.M.

New Orleans (February 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	42,600	(17.2)
Daily Cume	108,400	(43.8)
Weekly Cume	163,200	(65.9)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	56,500	(22.8)
Daily Cume	98,000	(39.6)
Weekly Cume	151,800	(61.3)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	54,200	(21.9)
Daily Cume	100,500	(40.6)
Weekly Cume	147,300	(59.5)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	58,400	(23.6)
Daily Cume	115,900	(46.8)
Weekly Cume	160,200	(64.7)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	53,000	(21.4)
Daily Cume	149,300	(60.3)
Weekly Cume	180,500	(72.9)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	42,800	(17.3)
Daily Cume	73,800	(29.8)
Weekly Cume	107,500	(43.4)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	28,700	(11.6)
Daily Cume	66,400	(26.8)
Weekly Cume	113,600	(45.9)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	35,700	(14.4)
Daily Cume	105,500	(42.6)
Weekly Cume	138,200	(55.8)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	47,300	(19.1)
Daily Cume	186,700	(75.4)
Weekly Cume	213,700	(86.3)

This study covers the New Orleans metropolitan area. This area includes Jefferson, Orleans and Saint Bernard counties. The total number of radio homes in this area is 247,600.

*Excludes 12 Midnight to 6 A.M.

New York (March 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	933,400	(21.4)
Daily Cume	2,076,200	(47.6)
Weekly Cume	2,795,800	(64.1)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	1,246,400	(28.6)
Daily Cume	1,927,900	(44.2)
Weekly Cume	2,467,600	(60.7)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	1,103,500	(25.3)
Daily Cume	1,770,900	(40.6)
Weekly Cume	2,582,100	(59.2)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	1,029,400	(23.6)
Daily Cume	1,993,300	(45.7)
Weekly Cume	2,896,200	(66.4)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	1,077,300	(24.7)
Daily Cume	2,822,000	(64.7)
Weekly Cume	3,515,500	(80.6)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	868,000	(19.9)
Daily Cume	1,421,900	(32.6)
Weekly Cume	1,932,200	(44.3)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	488,500	(11.2)
Daily Cume	1,059,900	(24.3)
Weekly Cume	1,818,800	(41.7)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	680,400	(15.6)
Daily Cume	1,949,700	(44.7)
Weekly Cume	2,556,000	(58.6)

POST MIDNIGHT (12 Mid—6 A.M.)		
Daily Cume	562,700	(12.9)
Weekly Cume	1,081,700	(24.8)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	946,500	(21.7)
Daily Cume	3,563,500	(81.7)
Weekly Cume	4,030,200	(92.4)

This study covers the New York metropolitan area. This area includes the following 17 counties: Bronx, Kings, New York, Queens, Richmond, Nassau, Rockford, Suffolk, Westchester in New York, and Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset and Union in New Jersey. The total number of radio homes in this area is 4,361,700.

*Excludes 12 Midnight to 6 A.M.

Norfolk-Newport News-Hampton (May 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	44,800	(21.1)
Daily Cume	89,800	(42.3)
Weekly Cume	132,500	(62.4)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	52,900	(24.9)
Daily Cume	84,500	(39.8)
Weekly Cume	126,200	(59.4)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	48,400	(22.8)
Daily Cume	78,000	(36.7)
Weekly Cume	124,500	(58.6)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	50,100	(23.6)
Daily Cume	99,200	(46.7)
Weekly Cume	138,700	(65.3)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	49,100	(23.1)
Daily Cume	135,500	(63.8)
Weekly Cume	160,600	(75.6)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	43,800	(20.6)
Daily Cume	64,100	(30.2)
Weekly Cume	92,200	(43.4)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	29,700	(14.0)
Daily Cume	56,300	(26.5)
Weekly Cume	87,900	(41.4)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	36,700	(17.3)
Daily Cume	86,200	(40.6)
Weekly Cume	122,100	(57.5)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	45,500	(21.2)
Daily Cume	163,100	(76.8)
Weekly Cume	185,600	(87.4)

This study covers the Norfolk-Newport News-Hampton metropolitan area. The total number of radio homes in this area is 212,400.

*Excludes 12 Midnight to 6 A.M.

North Jersey—Five County Area (February 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	200,400	(20.8)
Daily Cume	453,900	(47.1)
Weekly Cume	610,900	(63.4)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	262,100	(27.2)
Daily Cume	434,600	(45.1)
Weekly Cume	586,800	(60.9)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	233,200	(24.2)
Daily Cume	398,000	(41.3)
Weekly Cume	584,900	(60.7)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	223,600	(23.2)
Daily Cume	447,100	(46.4)
Weekly Cume	643,700	(66.8)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	229,300	(23.8)
Daily Cume	625,400	(64.9)
Weekly Cume	780,500	(81.0)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	194,600	(20.2)
Daily Cume	319,000	(33.1)
Weekly Cume	428,800	(44.5)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	110,800	(11.5)
Daily Cume	235,100	(24.4)
Weekly Cume	399,900	(41.5)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	152,200	(15.8)
Daily Cume	428,800	(44.5)
Weekly Cume	561,800	(58.3)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	204,300	(21.2)
Daily Cume	784,400	(81.4)
Weekly Cume	887,500	(92.1)

This study covers the North Jersey 5-county area. The area includes: Bergen, Essex, Hudson, Passaic, Union counties. The total number of radio homes in this area is 963,600.

*Excludes 12 Midnight to 6 A.M.

Philadelphia (February 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	270,200	(21.9)
Daily Cume	586,200	(47.5)
Weekly Cume	799,600	(64.8)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	292,500	(23.7)
Daily Cume	501,000	(40.6)
Weekly Cume	737,900	(59.8)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	277,700	(22.5)
Daily Cume	497,300	(40.3)
Weekly Cume	718,200	(58.2)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	304,800	(24.7)
Daily Cume	603,400	(48.9)
Weekly Cume	807,000	(65.4)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	286,300	(23.2)
Daily Cume	773,700	(62.7)
Weekly Cume	905,800	(73.4)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	253,000	(20.5)
Daily Cume	470,200	(38.1)
Weekly Cume	573,800	(46.5)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	164,100	(13.3)
Daily Cume	350,500	(28.4)
Weekly Cume	563,900	(45.7)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	208,500	(16.9)
Daily Cume	570,100	(46.2)
Weekly Cume	687,300	(55.7)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	260,400	(21.1)
Daily Cume	932,900	(75.6)
Weekly Cume	1,106,900	(89.7)

This study covers the Philadelphia metropolitan area. The counties included in this area are: Burlington, Camden and Gloucester, New Jersey; Bucks, Chester, Delaware, Montgomery, and Philadelphia in Pennsylvania. The total number of radio families in this area is 1,234,000.

*Excludes 12 Midnight to 6 A.M.

Pontiac, Mich. (January 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience*	6,500	(23.3)
Daily Cume	11,400	(40.6)
Weekly Cume	18,400	(65.3)

MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	6,900	(24.6)
Daily Cume	10,100	(35.7)
Weekly Cume	16,500	(58.6)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	6,300	(22.3)
Daily Cume	10,000	(35.4)
Weekly Cume	15,300	(54.2)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	6,600	(23.4)
Daily Cume	10,700	(38.1)
Weekly Cume	16,100	(57.0)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	6,600	(23.5)
Daily Cume	17,000	(60.2)
Weekly Cume	21,300	(75.5)

This study covers the Pontiac, Michigan, urbanized area. This area includes the following communities: Pontiac Lake, Sylvan Lake, portions of Avondale and Bloomfield Townships. There are 28,200 radio families in this area.

*Average quarter hours audience is based only on Monday—Friday average 6 A.M.—12 Midnight.

Portland, Ore. (February 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience*	73,200	(26.2)
Daily Cume	124,900	(44.7)
Weekly Cume	175,500	(62.8)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	81,900	(29.3)
Daily Cume	115,200	(41.2)
Weekly Cume	163,200	(58.4)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	71,300	(25.5)
Daily Cume	110,700	(39.6)
Weekly Cume	157,600	(56.4)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	72,700	(26.0)
Daily Cume	129,100	(46.2)
Weekly Cume	179,700	(64.3)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	74,900	(26.8)
Daily Cume	175,800	(62.9)
Weekly Cume	223,000	(79.8)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	52,300	(18.7)
Daily Cume	82,200	(29.4)
Weekly Cume	123,500	(44.2)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	34,100	(12.2)
Daily Cume	69,300	(24.8)
Weekly Cume	115,400	(41.3)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	43,300	(15.5)
Daily Cume	119,300	(42.7)
Weekly Cume	164,100	(58.7)
TOTAL DAY (24 hours)		
Average ¼ hour audience	64,300	(23.0)
Daily Cume	205,400	(73.5)
Weekly Cume	242,300	(86.7)

This study covers the Portland metropolitan area. This area includes Clackamas, Multnomah, Washington and Clark counties. The total number of radio homes in this area is 279,500.

*Average quarter hour audience is based only on Monday–Friday average 6 A.M.–12 Midnight.

Richmond, Va. (March 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	20,900	(19.5)
Daily Cume	42,600	(39.8)
Weekly Cume	63,600	(59.4)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	25,300	(23.6)
Daily Cume	38,400	(35.9)
Weekly Cume	59,200	(55.3)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	23,900	(22.3)
Daily Cume	38,900	(36.3)
Weekly Cume	5,800	(54.2)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	23,300	(21.8)
Daily Cume	43,600	(40.7)
Weekly Cume	65,100	(60.8)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	23,300	(21.8)
Daily Cume	63,900	(59.7)
Weekly Cume	77,500	(72.4)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	16,900	(15.8)
Daily Cume	28,700	(26.8)
Weekly Cume	42,200	(39.4)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	11,000	(10.3)
Daily Cume	21,300	(19.9)
Weekly Cume	40,900	(38.2)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	14,000	(13.1)
Daily Cume	39,400	(36.8)
Weekly Cume	54,900	(51.3)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	20,200	(18.9)
Daily Cume	82,300	(76.8)
Weekly Cume	89,600	(83.7)

This study covers the Richmond metropolitan area. This area includes Henrico and Chesterfield counties. The total number of radio homes in this area is 107,100.

*Excludes 12 Midnight to 6 A.M.

Sacramento, Calif. (August 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience*	37,400	(26)
Daily Cume	70,400	(49)
Weekly Cume	92,000	(64)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	34,500	(24)
Daily Cume	66,100	(46)
Weekly Cume	87,700	(61)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	25,900	(18)
Daily Cume	48,900	(34)
Weekly Cume	64,700	(45)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	38,800	(27)
Daily Cume	73,300	(51)
Weekly Cume	99,200	(69)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	34,500	(24)
Daily Cume	86,200	(60)
Weekly Cume	104,900	(73)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	28,700	(20)
Daily Cume	53,200	(37)
Weekly Cume	80,500	(56)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	20,100	(14)
Daily Cume	37,400	(26)
Weekly Cume	60,400	(42)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	24,400	(17)
Daily Cume	73,300	(51)
Weekly Cume	89,100	(62)
TOTAL DAY (24 hours)		
Average ¼ hour audience	30,200	(21)
Daily Cume	115,000	(80)
Weekly Cume	127,900	(89)

This study covers the Sacramento metropolitan area. Interviewing was conducted in Sacramento county. The total number of radio homes in this area is 143,700.

*Average quarter hour audience is based only on Monday–Friday average 6 A.M.–12 Midnight.

St. Louis (February 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	123,900	(20.1)
Daily Cume	281,600	(45.7)
Weekly Cume	407,300	(66.1)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	151,600	(24.6)
Daily Cume	276,100	(44.8)
Weekly Cume	361,700	(58.7)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	150,400	(24.4)
Daily Cume	263,100	(42.7)
Weekly Cume	362,900	(58.9)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	146,700	(23.8)
Daily Cume	288,400	(46.8)
Weekly Cume	391,300	(63.5)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	143,000	(23.2)
Daily Cume	397,400	(64.5)
Weekly Cume	454,800	(73.8)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	112,800	(18.3)
Daily Cume	188,600	(30.6)
Weekly Cume	247,700	(40.2)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	70,900	(11.5)
Daily Cume	155,900	(25.3)
Weekly Cume	253,300	(41.1)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	91,800	(14.9)
Daily Cume	257,600	(41.8)
Weekly Cume	346,300	(56.2)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	125,700	(20.4)
Daily Cume	494,200	(80.2)
Weekly Cume	551,500	(89.5)

This study covers the St. Louis metropolitan area. This area includes Jefferson, Madison, Saint Charles, Saint Clair and Saint Louis counties. The total number of radio homes in this area is 616,200.

*Excludes 12 Midnight to 6 A.M.

San Antonio (January 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience*	44,800	(26.0)
Daily Cume	79,800	(46.3)
Weekly Cume	114,000	(66.1)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	43,600	(25.3)
Daily Cume	71,900	(41.7)
Weekly Cume	104,600	(60.7)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	41,200	(23.9)
Daily Cume	68,600	(39.8)
Weekly Cume	111,500	(64.7)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	41,500	(24.1)
Daily Cume	82,600	(47.9)
Weekly Cume	117,900	(68.4)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	42,800	(24.8)
Daily Cume	102,900	(59.7)
Weekly Cume	123,800	(71.8)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	31,500	(18.3)
Daily Cume	54,100	(31.4)
Weekly Cume	75,300	(43.7)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	19,100	(11.1)
Daily Cume	42,600	(24.7)
Weekly Cume	71,000	(41.2)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	25,300	(14.7)
Daily Cume	64,800	(37.6)
Weekly Cume	89,300	(51.8)
TOTAL DAY (24 hours)		
Average ¼ hour audience	37,200	(21.6)
Daily Cume	131,700	(76.4)
Weekly Cume	150,500	(87.3)

The study covers the San Antonio metropolitan area. This area is synonymous with Bexar county. The total number of radio homes in this area is 172,400.

*Average quarter hour audience is based only on Monday–Friday average 6 A.M.–12 Midnight.

San Diego (February 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	58,700	(19.3)
Daily Cume	135,900	(44.7)
Weekly Cume	194,900	(64.1)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	78,100	(25.7)
Daily Cume	123,400	(40.6)
Weekly Cume	177,500	(58.4)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	74,200	(24.4)
Daily Cume	120,400	(39.6)
Weekly Cume	171,200	(56.3)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	75,700	(24.9)
Daily Cume	140,800	(46.3)
Weekly Cume	200,000	(65.8)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	71,700	(23.6)
Daily Cume	193,600	(63.7)
Weekly Cume	240,800	(79.2)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	58,400	(19.2)
Daily Cume	92,700	(30.5)
Weekly Cume	130,100	(42.8)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	38,000	(12.5)
Daily Cume	81,500	(26.8)
Weekly Cume	136,200	(44.8)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	48,000	(15.8)
Daily Cume	126,800	(41.7)
Weekly Cume	180,300	(59.3)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	63,800	(21.0)
Daily Cume	245,000	(80.6)
Weekly Cume	280,900	(92.4)

This study covers the San Diego metropolitan area. This area is synonymous with San Diego county. The total number of radio homes in the area is 304,000.

*Excludes 12 Midnight to 6 A.M.

San Francisco-Oakland (February 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	207,600	(23.5)
Daily Cume	405,400	(45.9)
Weekly Cume	572,300	(64.8)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	249,900	(28.3)
Daily Cume	369,200	(41.8)
Weekly Cume	527,300	(59.7)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	233,200	(26.4)
Daily Cume	354,200	(40.1)
Weekly Cume	522,000	(59.1)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	227,900	(25.8)
Daily Cume	418,600	(47.4)
Weekly Cume	575,000	(65.1)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	229,600	(26.0)
Daily Cume	558,200	(63.2)
Weekly Cume	710,100	(80.4)

NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	181,100	(20.5)
Daily Cume	337,400	(38.2)
Weekly Cume	418,600	(47.4)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	113,900	(12.9)
Daily Cume	301,200	(34.1)
Weekly Cume	378,000	(42.8)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	147,500	(16.7)
Daily Cume	462,800	(52.4)
Weekly Cume	532,600	(60.3)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	202,300	(22.9)
Daily Cume	745,400	(84.4)
Weekly Cume	792,200	(89.7)

This study covers the San Francisco metropolitan area. This area includes the following counties: Alameda, Contra Costa, San Francisco, Marin, San Mateo and Solano. The total number of radio homes in this area is 883,200.

*Excludes 12 Midnight to 6 A.M.

Seattle (February 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	72,700	(21.6)
Daily Cume	155,800	(46.3)
Weekly Cume	218,100	(64.8)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	89,900	(26.7)
Daily Cume	148,400	(44.1)
Weekly Cume	202,600	(60.2)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	85,200	(25.3)
Daily Cume	144,100	(42.8)
Weekly Cume	200,300	(59.5)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	83,800	(24.9)
Daily Cume	157,500	(46.8)
Weekly Cume	221,100	(65.7)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	82,800	(24.6)
Daily Cume	211,400	(62.8)
Weekly Cume	260,500	(77.4)
NIGHTTIME (6 P.M.—9 P.M.		
Average ¼ hour audience	59,600	(17.7)
Daily Cume	97,300	(28.9)
Weekly Cume	149,500	(44.4)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	38,400	(11.4)
Daily Cume	80,100	(23.8)
Weekly Cume	141,700	(42.1)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	49,100	(14.6)
Daily Cume	135,300	(40.2)
Weekly Cume	187,500	(55.7)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	71,700	(21.3)
Daily Cume	254,500	(75.6)
Weekly Cume	294,200	(87.4)

This study covers the Seattle metropolitan area. This area includes Kings and Snohamish counties. The total number of radio homes in this area is 336,600.

*Excludes 12 Midnight to 6 A.M.

Trenton, N. J. (July 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience*	14,900	(20.7)
Daily Cume	33,800	(46.9)
Weekly Cume	46,900	(65.2)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	17,200	(23.9)
Daily Cume	30,600	(42.5)
Weekly Cume	43,100	(59.8)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	15,600	(21.7)
Daily Cume	29,800	(41.4)
Weekly Cume	44,500	(61.8)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	15,200	(21.1)
Daily Cume	35,100	(48.7)
Weekly Cume	48,100	(66.8)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	15,800	(21.9)
Daily Cume	44,200	(61.4)
Weekly Cume	57,300	(79.6)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	12,400	(17.2)
Daily Cume	21,300	(29.6)
Weekly Cume	30,800	(42.8)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	7,700	(10.7)
Daily Cume	17,100	(23.8)
Weekly Cume	32,100	(44.6)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	10,100	(14.0)
Daily Cume	30,000	(41.7)
Weekly Cume	39,000	(54.1)
TOTAL DAY (24 hours)		
Average ¼ hour audience	13,800	(19.2)
Daily Cume	57,300	(79.6)
Weekly Cume	64,200	(89.1)

This study covers the Trenton metropolitan area. The total number of radio homes in this area is 72,000.

*Average quarter hour audience is based only on Monday–Friday average 6 A.M.–12 Midnight.

Washington, D. C. (January 1960)

MORNING (6 A.M.—9 A.M.)	All Stations	%
Average ¼ hour audience	104,800	(18.4)
Daily Cume	243,300	(42.7)
Weekly Cume	377,800	(66.3)
MORNING (9 A.M.—12 Nn)		
Average ¼ hour audience	133,900	(23.5)
Daily Cume	250,200	(43.9)
Weekly Cume	334,500	(58.7)
AFTERNOON (12 Nn—3 P.M.)		
Average ¼ hour audience	125,900	(22.1)
Daily Cume	231,900	(40.7)
Weekly Cume	321,400	(56.4)
AFTERNOON (3 P.M.—6 P.M.)		
Average ¼ hour audience	124,800	(21.9)
Daily Cume	252,500	(44.3)
Weekly Cume	379,000	(66.5)
DAYTIME (6 A.M.—6 P.M.)		
Average ¼ hour audience	122,500	(21.5)
Daily Cume	361,300	(63.4)
Weekly Cume	437,700	(76.8)
NIGHTTIME (6 P.M.—9 P.M.)		
Average ¼ hour audience	99,700	(17.5)
Daily Cume	161,900	(28.4)
Weekly Cume	245,600	(43.1)
NIGHTTIME (9 P.M.—12 Mid.)		
Average ¼ hour audience	63,300	(11.1)
Daily Cume	140,200	(24.6)
Weekly Cume	229,700	(40.3)
NIGHTTIME (6 P.M.—12 Mid.)		
Average ¼ hour audience	81,500	(14.3)
Daily Cume	237,600	(41.7)
Weekly Cume	327,100	(57.4)
TOTAL DAY (24 hours)		
Average ¼ hour audience*	110,600	(19.4)
Daily Cume	475,900	(83.5)
Weekly Cume	528,900	(92.8)

This study covers the Washington, D. C., metropolitan area. This area includes the following counties: Washington, D. C., Montgomery and Prince Georges, Maryland; Arlington and Fairfax, Virginia. The total number of radio homes in the area is 569,900.

*Excludes 12 Midnight to 6 A.M.

Spot Radio Market Research

The following is an analysis of population, households, retail sales and effective buying income (E.B.I.) in the top 100 markets based on total retail sales in the Standard Metropolitan Statistical Area (metro area). All figures are from *Sales Management's 1960 Survey of Buying Power.* The report was prepared by the research department of Adam Young Inc. In addition to the metro area figures, the firm includes the same market data for what it terms the "advertiser area," the area of maximum interest to an advertiser. The "advertiser area" indicated for each market was determined by Young by first extending the basic trading area 50 miles, using the Rand-McNally trading area maps as a base. Where the basic trading area itself extends well beyond the 50-mile limit, it is nevertheless included as the "advertiser area." There are seven exceptions to the use of the Rand-McNally-based determinations. These are in markets where Pulse has surveyed the "advertiser area" using an area that was agreed upon by major advertising agencies. The seven markets are Pittsburgh, Tulsa, Hartford, Des Moines, Sacramento, Stockton (Calif.) and Allentown-Easton-Bethlehem. The Young firm is seeking additional agency cooperation for defining "advertiser areas." It has sent the adjacent analysis complete with maps to major agencies, asking them to add or delete counties in each "advertiser area" in the report. These "ballots" are being returned to Pulse for future audience surveys.

***Concentration Factor (C.F.) is that portion of the "advertiser area" represented by the metro area.**

1 NEW YORK METRO AREA

	Total	% U. S.
Population	10,628,400	5.9482
Households	3,268,400	6.2600
Retail Sales (000)	$14,388,296	6.6544
E. B. I. (000)	$25,524,236	7.6562

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	15,056,000	8.4261	70.6%
Households	4,585,300	8.7823	71.3
Retail Sales (000)	$20,229,108	9.3557	71.1
E. B. I. (000)	$35,952,453	10.7842	71.0

2 LOS ANGELES-LONG BEACH METRO AREA

	Total	% U. S.
Population	6,624,200	3.7072
Households	2,220,800	4.2535
Retail Sales (000)	$ 9,796,184	4.5306
E. B. I. (000)	$15,318,459	4.5949

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	6,804,400	3.8081	97.4%
Households	2,273,800	4.3550	97.7
Retail Sales (000)	$10,010,518	4.6298	97.9
E. B. I. (000)	$15,682,348	4.7040	97.7

3 CHICAGO METRO AREA

	Total	% U. S.
Population	6,117,900	3.4239
Households	1,885,900	3.6121
Retail Sales (000)	$ 8,986,057	4.1560
E. B. I. (000)	$15,128,425	4.5379

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	6,795,600	3.8032	90.0%
Households	2,081,900	3.9875	90.6
Retail Sales (000)	$ 9,839,856	4.5508	91.3
E. B. I. (000)	$16,490,856	4.9465	91.7

4 PHILADELPHIA METRO AREA

	Total	% U. S.
Population	4,439,100	2.4843
Households	1,274,500	2.4411
Retail Sales (000)	$ 5,177,021	2.3943
E. B. I. (000)	$ 9,329,319	2.7984

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	4,795,400	2.6837	92.6%
Households	1,383,000	2.6489	92.2
Retail Sales (000)	$ 5,679,276	2.6266	91.2
E. B. I. (000)	$10,039,576	3.0114	92.9

5 DETROIT METRO AREA

	Total	% U. S.
Population	3,963,500	2.2182
Households	1,135,100	2.1741
Retail Sales (000)	$4,908,635	2.2702
E. B. I. (000)	$8,618,873	2.5853

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	4,268,900	2.3891	92.8%
Households	1,219,400	2.3356	93.1
Retail Sales (000)	$5,254,434	2.4301	93.4
E. B. I. (000)	$9,186,033	2.7554	93.8

6 BOSTON METRO AREA

	Total	% U. S.
Population	3,074,400	1.7206
Households	884,000	1.6931
Retail Sales (000)	$4,288,884	1.9836
E. B. I. (000)	$6,805,089	2.0412

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	3,303,000	1.8485	93.1%
Households	954,200	1.8276	92.6
Retail Sales (000)	$4,584,746	2.1204	93.5
E. B. I. (000)	$7,255,819	2.1764	93.8

7 SAN FRANCISCO-OAKLAND METRO AREA

	Total	% U. S.
Population	2,731,200	1.5285
Households	893,000	1.7104
Retail Sales (000)	$3,901,614	1.8045
E. B. I. (000)	$6,904,885	2.0712

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	2,796,600	1.5651	97.7%
Households	911,500	1.7458	98.0
Retail Sales (000)	$3,968,335	1.8353	98.3
E. B. I. (000)	$7,016,185	2.1046	98.4

8 WASHINGTON, D. C. METRO AREA

	Total	% U. S.
Population	2,034,300	1.1385
Households	576,200	1.1036
Retail Sales (000)	$2,825,891	1.3069
E. B. I. (000)	$4,722,837	1.4166

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	2,281,200	1.2767	89.2%
Households	635,100	1.2164	90.7
Retail Sales (000)	$3,042,053	1.4069	92.9
E. B. I. (000)	$5,075,797	1.5225	93.0

9 PITTSBURGH METRO AREA

	Total	% U. S.
Population	2,381,500	1.3328
Households	683,700	1.3095
Retail Sales (000)	$2,775,277	1.2835
E. B. I. (000)	$4,668,686	1.4004

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	2,956,400	1.6545	80.6%
Households	844,900	1.6182	80.9
Retail Sales (000)	$3,361,441	1.5546	82.6
E. B. I. (000)	$5,604,307	1.6810	83.3

10 ST. LOUIS METRO AREA

	Total	% U. S.
Population	2,089,300	1.1693
Households	642,500	1.2306
Retail Sales (000)	$2,527,105	1.1688
E. B. I. (000)	$4,274,216	1.2821

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	2,474,200	1.3847	84.4%
Households	760,700	1.4570	84.5
Retail Sales (000)	$2,930,016	1.3551	86.2
E. B. I. (000)	$4,873,174	1.4617	87.7

11 CLEVELAND METRO AREA

	Total	% U. S.
Population	1,785,500	.9993
Households	537,500	1.0295
Retail Sales (000)	$2,495,210	1.1540
E. B. I. (000)	$4,144,597	1.2432

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	2,249,000	1.2587	79.4%
Households	674,200	1.2913	79.7
Retail Sales (000)	$3,003,068	1.3889	83.1
E. B. I. (000)	$5,046,651	1.5138	82.1

12 NEWARK, N. J. METRO AREA

	Total	% U. S.
Population	1,719,700	.9624
Households	506,600	.9703
Retail Sales (000)	$2,414,298	1.1166
E. B. I. (000)	$4,201,988	1.2604

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	Newark is a part of the New York		
Households	Advertiser Area		
Retail Sales (000)			
E. B. I. (000)			

13 MINNEAPOLIS-ST. PAUL METRO AREA

	Total	% U. S.
Population	1,410,200	.7892
Households	424,500	.8130
Retail Sales (000)	$2,038,970	.9430
E. B. I. (000)	$2,878,895	.8635

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,917,100	1.0729	73.6%
Households	564,800	1.0818	75.2
Retail Sales (000)	$2,589,284	1.1975	78.7
E. B. I. (000)	$3,632,787	1.0897	79.2

14 BALTIMORE METRO AREA

	Total	% U. S.
Population	1,748,000	.9783
Households	489,900	.9383
Retail Sales (000)	$2,013,309	.9311
E. B. I. (000)	$3,309,120	.9926

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,947,100	1.0897	89.8%
Households	543,800	1.0415	90.1
Retail Sales (000)	$2,233,671	1.0330	90.1
E. B. I. (000)	$3,627,981	1.0882	91.2

15 HOUSTON METRO AREA

	Total	% U. S.
Population	1,212,000	.6783
Households	362,400	.6941
Retail Sales (000)	$1,626,062	.7520
E. B. I. (000)	$2,313,109	.6938

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,696,200	.9493	71.5%
Households	497,800	.9534	72.8
Retail Sales (000)	$2,155,944	.9971	75.4
E. B. I. (000)	$3,015,003	.9044	76.7

16 BUFFALO METRO AREA

	Total	% U. S.
Population	1,338,300	.7490
Households	394,400	.7554
Retail Sales (000)	$1,619,179	.7489
E. B. I. (000)	$2,728,942	.8186

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,591,200	.8905	84.1%
Households	468,500	.8973	84.2
Retail Sales (000)	$1,908,073	.8825	84.9
E. B. I. (000)	$3,176,566	.9528	85.9

17 SEATTLE METRO AREA

	Total	% U. S.
Population	1,072,000	.5999
Households	363,200	.6956
Retail Sales (000)	$1,607,945	.7437
E. B. I. (000)	$2,291,519	.6874

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,609,300	.9006	66.6%
Households	529,900	1.0149	68.5
Retail Sales (000)	$2,199,270	1.0171	73.1
E. B. I. (000)	$3,268,773	.9805	70.1

Fort Worth Experiment

C. E. Hooper Inc. has tried a new audience report in Fort Worth, Tex., which it hopes will catch on in other markets. The study breaks down the analysis of audience shares into *four* Monday-through-Saturday periods, rather the former *two* weekday periods plus a Saturday daytime category. Among other innovations, the new format adds a full hour to evening driving times. Hooper believes that the new time periods reflect more accurately the way radio is bought today by agencies. It also feels that the breakdowns will serve as a more helpful programming guide to stations because the new periods are more indicative of the changes made in a normal day's schedule. In Fort Worth, too, Hooper will no longer issue a three-month report showing Monday-through-Friday ratings. It believes the audience shares in the new time periods are a sufficient measure of programming acceptance.

THE NEW:

SHARE OF RADIO AUDIENCE

TIME	RADIO SETS-IN-USE	A	B	C	D	E	F	G	H	I	OTHER AM & FM	SAMPLE SIZE
MONDAY THRU SATURDAY 7:00 A.M.—9:00 A.M.	18.1	6.0	6.0	1.8	34.5	6.2	3.1	6.7	1.8	29.5	4.4	2,577
MONDAY THRU SATURDAY 9:00 A.M.—12:00 NOON	11.9	4.8	4.2	2.7	28.4	8.2	3.2	10.1	1.9	30.0	6.7	4,168
MONDAY THRU SATURDAY 12:00 NOON—4:00 P.M.	11.3	5.0	6.2	4.8	23.4	8.9	4.4	9.3	2.6	29.4	5.8	5,570
MONDAY THRU SATURDAY 4:00 P.M.—7:00 P.M.	13.0	7.8	9.5	3.9	28.0	1.7	2.7	4.6	2.7	31.5	10.2	4,152

THE OLD:

SHARE OF RADIO AUDIENCE

TIME	RADIO SETS-IN-USE	A	B	C	D	E	F	G	H	I	J	OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A.M.—12:00 NOON	13.0	5.2	3.6	3.2	37.9	1.1	6.8	2.9	7.5	1.4	26.0	4.3	5,674
MONDAY THRU FRIDAY 12:00 NOON—6:00 P.M.	9.8	5.2	5.0	5.0	29.0	2.0	7.8	3.0	6.8	3.3	26.6	6.3	7,335
SATURDAY DAYTIME 7:00 A.M.—6:00 P.M.	13.9	3.9	7.5	2.9	29.7	2.2	6.5	6.8	11.1	0.4	24.0	5.0	2,544

18 DALLAS METRO AREA

	Total	% U. S.
Population	1,066,400	.5968
Households	324,500	.6215
Retail Sales (000)	$1,592,770	.7366
E. B. I. (000)	$2,009,542	.6028

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,222,800	.6843	87.2%
Households	370,700	.7100	87.5
Retail Sales (000)	$1,739,791	.8046	91.5
E. B. I. (000)	$2,205,152	.6615	91.1

19 PATERSON-CLIFTON-PASSAIC, N. J. METRO AREA

	Total	% U. S.
Population	1,185,400	.6634
Households	364,900	.6989
Retail Sales (000)	$1,582,011	.7317
E. B. I. (000)	$2,982,001	.8945

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	Paterson-Clifton-Passaic is a part of the New York Advertiser Area.		
Households			
Retail Sales (000)			
E. B. I. (000)			

20 KANSAS CITY METRO AREA

	Total	% U. S.
Population	1,050,700	.5880
Households	344,700	.6602
Retail Sales (000)	$1,560,337	.7216
E. B. I. (000)	$2,298,408	.6894

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,408,000	.7880	74.6%
Households	456,400	.8741	75.5
Retail Sales (000)	$1,941,702	.8980	80.4
E. B. I. (000)	$2,869,794	.8608	80.1

21 MILWAUKEE METRO AREA

	Total	% U. S.
Population	1,202,000	.6727
Households	356,300	.6824
Retail Sales (000)	$1,541,318	.7128
E. B. I. (000)	$2,487,983	.7463

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,682,300	.9415	71.4%
Households	498,400	.9546	71.5
Retail Sales (000)	$2,109,415	.9756	73.1
E. B. I. (000)	$3,376,198	1.0127	73.7

22 MIAMI METRO AREA

	Total	% U. S.
Population	915,100	.5121
Households	281,500	.5392
Retail Sales (000)	$1,504,984	.6960
E. B. I. (000)	$1,923,074	.5768

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,290,600	.7223	70.9%
Households	395,400	.7573	71.2
Retail Sales (000)	$2,082,911	.9633	72.3
E. B. I. (000)	$2,605,160	.7814	73.8

23 CINCINNATI METRO AREA

	Total	% U. S.
Population	1,068,800	.5982
Households	338,700	.6487
Retail Sales (000)	$1,410,190	.6522
E. B. I. (000)	$2,141,245	.6423

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,708,600	.9562	62.6%
Households	524,300	1.0042	64.6
Retail Sales (000)	$2,055,527	.9507	68.6
E. B. I. (000)	$3,161,594	.9483	67.7

24 ATLANTA METRO AREA

	Total	% U. S.
Population	974,700	.5455
Households	280,000	.5363
Retail Sales (000)	$1,369,742	.6335
E. B. I. (000)	$1,849,800	.5549

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,335,300	.7473	73.0%
Households	372,400	.7133	75.2
Retail Sales (000)	$1,659,571	.7675	82.5
E. B. I. (000)	$2,254,281	.6762	82.1

25 DENVER METRO AREA

	Total	% U. S.
Population	895,200	.5010
Households	279,200	.5348
Retail Sales (000)	$1,294,246	.5986
E. B. I. (000)	$1,861,579	.5584

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,000,700	.5600	89.5%
Households	310,100	.5939	90.0
Retail Sales (000)	$1,431,256	.6619	90.0
E. B. I. (000)	$2,056,366	.6168	90.5

26 SAN DIEGO METRO AREA

	Total	% U. S.
Population	983,600	.5505
Households	290,200	.5558
Retail Sales (000)	$1,283,812	.5937
E. B. I. (000)	$2,106,045	.6317

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	983,600	.5505	100.0%
Households	290,200	.5558	100.0
Retail Sales (000)	$1,283,812	.5937	100.0
E. B. I. (000)	$2,106,045	.6317	100.0

27 PORTLAND, ORE. METRO AREA

	Total	% U. S.
Population	864,700	.4839
Households	290,700	.5568
Retail Sales (000)	$1,129,234	.5223
E. B. I. (000)	$1,646,714	.4939

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,194,800	.6687	72.4%
Households	393,200	.7531	72.4
Retail Sales	$1,500,350	.6939	75.3
E. B. I. (000)	$2,204,082	.6611	74.7

28 TAMPA-ST. PETERSBURG METRO AREA

	Total	% U. S.
Population	717,500	.4015
Households	236,800	.4535
Retail Sales (000)	$1,060,035	.4903
E. B. I. (000)	$1,283,871	.3851

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	890,100	.4981	80.6%
Households	291,300	.5579	81.3
Retail Sales (000)	$1,315,303	.6083	80.6
E. B. I. (000)	$1,559,031	.4676	82.4

29 NEW ORLEANS METRO AREA

	Total	% U. S.
Population	839,800	.4700
Households	244,100	.4675
Retail Sales (000)	$1,035,875	.4791
E. B. I. (000)	$1,454,882	.4364

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,285,700	.7195	65.3%
Households	359,100	.6878	68.0
Retail Sales (000)	$1,441,290	.6666	71.9
E. B. I. (000)	$1,964,140	.5892	74.1

30 INDIANAPOLIS METRO AREA

	Total	% U. S.
Population	689,100	.3857
Households	217,800	.4172
Retail Sales (000)	$1,007,866	.4661
E. B. I. (000)	$1,516,230	.4548

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,330,500	.7446	51.8%
Households	416,300	.7973	52.3
Retail Sales (000)	$1,703,301	.7878	59.2
E. B. I. (000)	$2,637,130	.7910	57.5

31 SAN BERNARDINA-RIVERSIDE METRO AREA

	Total	% U. S.
Households	755,800	.4230
Households	243,800	.4670
Retail Sales (000)	$ 976,163	.4515
E. B. I. (000)	$1,438,416	.4315

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	768,400	.4300	98.4%
Households	248,100	.4752	98.3
Retail Sales (000)	$1,000,293	.4626	97.6
E. 8. I. (000)	$1,467,575	.4402	98.0

32 HARTFORD-NEW BRITAIN METRO AREA

	Total	% U. S.
Population	660,100	.3694
Households	191,900	.3675
Retail Sales (000)	$ 948,516	.4387
E. 8. I. (000)	$1,671,563	.5014

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	982,300	.5497	67.2%
Households	285,100	.5461	67.3
Retail Sales (000)	$1,343,324	.6213	70.6
E. B. I. (000)	$2,398,897	.7196	69.7

33 COLUMBUS, O. METRO AREA

	Total	% U. S.
Population	668,200	.3740
Households	198,500	.3802
Retail Sales (000)	$ 917,770	.4245
E. B. I. (000)	$1,486,049	.4458

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,307,700	.7319	51.1%
Households	386,200	.7397	51.4
Retail Sales (000)	$1,590,826	.7357	57.7
E. 8. I. (000)	$2,537,901	.7613	58.6

34 DAYTON METRO AREA

	Total	% U. S.
Population	693,200	.3879
Households	205,900	.3944
Retail Sales (000)	$ 899,933	.4162
E. B. I. (000)	$1,495,325	.4485

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,113,400	.6231	62.3%
Households	332,500	.6368	61.9
Retail Sales (000)	$1,367,991	.6327	65.8
E. B. I. (000)	$2,244,166	.6732	66.6

35 BRIDGEPORT-STAMFORD-NORWALK METRO AREA

	Total	% U. S.
Population	633,100	.3543
Households	185,500	.3553
Retail Sales (000)	$894,574	.4137
E. B. I. (000)	$1,786,615	.5359

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	633,100	.3543	100.0%
Households	185,500	.3553	100.0
Retail Sales (000)	$ 894,574	.4137	100.0
E. B. I. (000)	$1,786,615	.5359	100.0

36 PROVIDENCE, R. I. METRO AREA

	Total	% U. S.
Population	715,900	.4007
Households	213,600	.4091
Retail Sales (000)	$ 868,135	.4015
E. B. I. (000)	$1,351,420	.4054

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	853,200	.4775	83.9%
Households	249,800	.4784	85.5
Retail Sales (000)	$1,000,480	.4627	86.8
E. 8. I. (000)	$1,606,954	.4820	84.1

37 NEW HAVEN-WATERBURY-MERIDEN METRO AREA

	Total	% U. S.
Population	627,600	.3512
Households	184,900	.3541
Retail Sales (000)	$ 866,985	.4010
E. 8. I. (000)	$1,515,833	.4547

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	627,600	.3512	100.0%
Households	184,900	.3541	100.0
Retail Sales (000)	$ 866,985	.4010	100.0
E. 8. I. (000)	$1,515,833	.4547	100.0

38 ALBANY-SCHENECTADY-TROY METRO AREA

	Total	% U. S.
Population	668,600	.3742
Households	208,800	.3999
Retail Sales (000)	$ 861,600	.3985
E. B. I. (000)	$1,422,216	.4266

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,141,700	.6390	58.6%
Households	353,900	.6778	59.0
Retail Sales (000)	$1,447,115	.6693	59.5
E. B. I. (000)	$2,317,926	.6953	61.4

39 SAN JOSE METRO AREA

	Total	% U. S.
Population	613,000	.3431
Households	188,600	.3612
Retail Sales (000)	$ 858,645	.3971
E. B. I. (000)	$1,308,244	.3924

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	687,000	.3845	89.2%
Households	216,200	.4141	87.2
Retail Sales (000)	$ 974,299	.4506	88.1
E. B. I. (000)	$1,464,549	.4393	89.3

40 LOUISVILLE METRO AREA

	Total	% U. S.
Population	702,400	.3931
Households	211,400	.4049
Retail Sales (000)	$ 851,973	.3940
E. 8. I. (000)	$1,225,445	.3676

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,143,000	.6397	61.5%
Households	324,200	.6209	65.2
Retail Sales (000)	$1,162,753	.5378	73.3
E. 8. I. (000)	$1,759,488	.5278	69.6

41 PHOENIX METRO AREA

	Total	% U. S.
Population	630,200	.3527
Households	182,800	.3501
Retail Sales (000)	$ 836,893	.3871
E. B. I. (000)	$1,083,760	.3251

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	762,000	.4265	82.7%
Households	216,800	.4152	84.3
Retail Sales (000)	$981,118	.4537	85.3
E. 8. I. (000)	$1,271,970	.3815	85.2

42 FT. WORTH METRO AREA

	Total	% U. S.
Population	611,900	.3424
Households	185,700	.3576
Retail Sales (000)	$ 798,401	.3693
E. B. I. (000)	$1,100,240	.3300

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	728,600	.4078	84.0%
Households	222,800	.4257	83.8
Retail Sales (000)	$ 924,683	.4277	86.3
E. B. I. (000)	$1,269,108	.3807	86.7

43 ROCHESTER, N. Y. METRO AREA

	Total	% U. S.
Population	585,000	.3274
Households	181,300	.3472
Retail Sales (000)	$ 760,439	.3517
E. B. I. (000)	$1,300,314	.3900

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	769,700	.4308	76.0%
Households	233,900	.4480	77.5
Retail Sales (000)	$1,017,254	.4705	74.8
E. B. I. (000)	$1,619,694	.4858	80.3

44 MEMPHIS METRO AREA

	Total	% U. S.
Population	590,000	.3302
Households	168,100	.3220
Retail Sales (000)	$ 758,755	.3509
E. B. I. (000)	$1,015,759	.3047

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,006,900	.5635	58.6%
Households	274,300	.5254	61.3
Retail Sales (000)	$1,016,541	.4701	74.6
E. B. I. (000)	$1,428,318	.4284	71.1

45 SACRAMENTO METRO AREA

	Total	% U. S.
Population	468,300	.2621
Households	146,400	.2804
Retail Sales (000)	$ 738,865	.3417
E. B. I. (000)	$1,086,008	.3258

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	780,300	.4367	60.0%
Households	245,700	.4706	59.6
Retail Sales (000)	$1,238,642	.5729	59.7
E. B. I. (000)	$1,694,958	.5084	64.1

46 SAN ANTONIO METRO AREA

	Total	% U. S.
Population	660,100	.3694
Households	180,000	.3448
Retail Sales (000)	$ 721,421	.3336
E. B. I. (000)	$ 988,900	.2966

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	922,900	.5165	71.5%
Households	248,800	.4765	72.3
Retail Sales (000)	$ 964,110	.4459	74.8
E. B. I. (000)	$1,305,225	.3918	75.7

47 BIRMINGHAM METRO AREA

	Total	% U. S.
Population	634,100	.3549
Households	179,500	.3438
Retail Sales (000)	$ 710,774	.3287
E. B. I. (000)	$1,082,017	.3246

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	995,200	.5570	63.7%
Households	269,800	.5168	66.5
Retail Sales (000)	$ 961,924	.4449	73.9
E. B. I. (000)	$1,479,751	.4439	73.1

48 GARY-HAMMOND-E. CHICAGO METRO AREA

	Total	% U. S.
Population	556,600	.3115
Households	160,300	.3070
Retail Sales (000)	$ 698,363	.3230
E. B. I. (000)	$1,130,840	.3392

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	Gary-Hammond-E. Chicago is a part		
Households	of the Chicago Advertiser Area		
Retail Sales (000)			
E. B. I. (000)			

49 SYRACUSE METRO AREA

	Total	% U. S.
Population	547,600	.3065
Households	161,900	.3101
Retail Sales (000)	$ 693,680	.3208
E. B. I. (000)	$1,093,734	.3281

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	695,400	.3892	78.7%
Households	204,000	.3907	79.4
Retail Sales (000)	$ 858,362	.3970	80.8
E. B. I. (000)	$1,354,070	.4062	80.8

50 AKRON METRO AREA

	Total	% U. S.
Population	515,000	.2882
Households	154,500	.2959
Retail Sales (000)	$ 667,985	.3089
E. B. I. (000)	$1,060,030	.3180

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	653,300	.3656	78.8%
Households	194,300	.3721	79.5
Retail Sales (000)	$ 807,211	.3733	82.8
E. B. I. (000)	$1,315,551	.3946	80.6

51 WORCESTER METRO AREA

	Total	% U. S.
Population	589,500	.3299
Households	171,300	.3281
Retail Sales (000)	$ 666,519	.3083
E. B. I. (000)	$1,188,273	.3564

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	589,500	.3299	100.0%
Households	171,300	.3281	100.0
Retail Sales (000)	$ 666,519	.3083	100.0
E. B. I. (000)	$1,188,273	.3564	100.0

52 JERSEY CITY METRO AREA

	Total	% U. S.
Population	646,400	.3618
Households	190,400	.3647
Retail Sales (000)	$ 655,370	.3031
E. B. I. (000)	$1,369,295	.4107

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	Jersey City is part of the New		
Households	York Advertiser Area		
Retail Sales (000)			
E. B. I. (000)			

NEW BRUNSWICK-PERTH AMBOY, N. J.
53 METRO AREA

	Total	% U. S.
Population	500,000	.2798
Households	142,600	.2731
Retail Sales (000)	$ 648,881	.3001
E. B. I. (000)	$1,093,283	.3279

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	New Brunswick-Perth Amboy is part		
Households	of the New York Advertiser Area		
Retail Sales (000)			
E. B. I. (000)			

SPRINGFIELD-HOLYOKE, MASS.
54 METRO AREA

	Total	% U. S.
Population	472,300	.2643
Households	136,200	.2609
Retail Sales (000)	$ 641,813	.2968
E. B. I. (000)	$1,015,329	.3046

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	527,400	.2952	89.6%
Households	153,500	.2940	88.7
Retail Sales (000)	$ 707,850	.3273	90.7
E. B. I. (000)	$1,121,745	.3365	90.5

YOUNGSTOWN
55 METRO AREA

	Total	% U. S.
Population	501,200	.2805
Households	141,900	.2718
Retail Sales (000)	$ 628,516	.2907
E. B. I. (000)	$ 992,346	.2977

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	617,500	.3456	81.2%
Households	175,100	.3354	81.0
Retail Sales (000)	$ 771,875	.3570	81.4
E. B. I. (000)	$1,220,168	.3660	81.3

TOLEDO
56 METRO AREA

	Total	% U. S.
Population	474,700	.2657
Households	144,700	.2771
Retail Sales (000)	$ 615,617	.2847
E. B. I. (000)	$1,105,190	.3315

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	893,900	.5003	53.1%
Households	271,900	.5208	53.2
Retail Sales (000)	$1,095,754	.5068	56.2
E. B. I. (000)	$1,870,268	.5610	59.1

OKLAHOMA CITY
57 METRO AREA

	Total	% U. S.
Population	473,400	.2649
Households	148,100	.2837
Retail Sales (000)	$ 608,551	.2814
E. B. I. (000)	$ 872,906	.2618

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	683,700	.3826	69.2%
Households	210,100	.4024	70.5
Retail Sales (000)	$ 841,922	.3894	72.3
E. B. I. (000)	$1,175,798	.3527	74.2

ALLENTOWN-BETHLEHEM-EASTON, PA.
58 METRO AREA

	Total	% U. S.
Population	474,200	.2654
Households	137,500	.2634
Retail Sales (000)	$ 600,853	.2779
E. B. I. (000)	$ 936,031	.2808

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	569,800	.3189	83.2%
Households	165,100	.3162	83.3
Retail Sales (000)	$ 706,115	.3266	85.1
E. B. I. (000)	$1,098,654	.3295	85.2

RICHMOND
59 METRO AREA

	Total	% U. S.
Population	416,300	.2330
Households	113,800	.2180
Retail Sales (000)	$ 591,774	.2737
E. B. I. (000)	$ 754,051	.2262

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	843,500	.4721	49.4%
Households	214,000	.4099	53.2
Retail Sales (000)	$ 922,173	.4265	64.2
E. B. I. (000)	$1,278,592	.3835	59.0

NORFOLK-PORTSMOUTH
60 METRO AREA

	Total	% U. S.
Population	597,100	.3342
Households	168,000	.3218
Retail Sales (000)	$ 589,193	.2725
E. B. I. (000)	$1,092,576	.3277

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,060,900	.5937	56.3%
Households	284,000	.5439	59.2
Retail Sales (000)	$1,001,855	.4633	58.8
E. B. I. (000)	$1,724,722	.5173	63.3

OMAHA
61 METRO AREA

	Total	% U. S.
Population	444,300	.2487
Households	134,000	.2567
Retail Sales (000)	$ 588,036	.2720
E. B. I. (000)	$ 853,887	.2561

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	807,900	.4521	55.0%
Households	246,700	.4725	54.3
Retail Sales (000)	$1,006,690	.4656	58.4
E. B. I. (000)	$1,430,055	.4290	59.7

JACKSONVILLE, FLA.
62 METRO AREA

	Total	% U. S.
Population	451,500	.2527
Households	127,400	.2440
Retail Sales (000)	$ 579,459	.2680
E. B. I. (000)	$ 788,027	.2364

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	643,500	.3601	70.2%
Households	175,900	.3369	72.4
Retail Sales (000)	$ 756,136	.3497	76.6
E. B. I. (000)	$1,022,107	.3066	77.1

FRESNO
63 METRO AREA

	Total	% U. S.
Populations	350,900	.1964
Households	107,100	.2051
Retail Sales (000)	$ 540,526	.2500
E. B. I. (000)	$ 669,563	.2008

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	585,200	.3275	60.0%
Households	176,400	.3379	60.7
Retail Sales (000)	$ 866,726	.4009	62.4
E. B. I. (000)	$1,071,486	.3214	62.5

64 NASHVILLE METRO AREA

	Total	% U. S.
Population	380,100	.2127
Households	107,700	.2063
Retail Sales (000)	$ 511,640	.2366
E. B. I. (000)	$ 648,457	.1945

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	878,100	.4914	43.3%
Households	237,700	.4553	45.3
Retail Sales (000)	$ 855,657	.3957	59.8
E. B. I. (000)	$1,209,881	.3629	53.6

65 SALT LAKE CITY METRO AREA

	Total	% U. S.
Population	380,100	.2127
Households	110,400	.2115
Retail Sales (000)	$ 506,869	.2344
E. B. I. (000)	$ 698,618	.2096

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	904,300	.5061	42.0%
Households	249,500	.4779	44.2
Retail Sales (000)	$1,033,778	.4781	49.0
E. B. I. (000)	$1,506,389	.4519	43.4

66 FT. LAUDERDALE METRO AREA

	Total	% U. S.
Population	296,500	.1659
Households	91,700	.1756
Retail Sales (000)	$ 506,706	.2343
E. B. I. (000)	$ 548,864	.1646

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	Ft. Lauderdale is a part of the		
Households	Miami Advertiser Area		
Retail Sales (000)			
E. B. I. (000)			

67 WILMINGTON METRO AREA

	Total	% U. S.
Population	364,800	.2042
Households	104,900	.2009
Retail Sales (000)	$ 497,683	.2302
E. B. I. (000)	$ 917,894	.2753

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	597,200	.3342	61.1%
Households	171,900	.3292	61.0
Retail Sales (000)	$ 802,540	.3712	62.0
E. B. I. (000)	$1,329,746	.3989	69.0

68 TULSA METRO AREA

	Total	% U. S.
Population	381,000	.2132
Households	120,500	.2308
Retail Sales (000)	$ 492,491	.2278
E. B. I. (000)	$ 726,875	.2180

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	810,600	.4537	47.0%
Households	242,300	.4641	49.7
Retail Sales (000)	$ 851,571	.3938	57.8
E. B. I. (000)	$1,296,718	.3890	56.1

69 GRAND RAPIDS METRO AREA

	Total	% U. S.
Population	349,400	.1955
Households	106,700	.2044
Retail Sales (000)	$ 477,063	.2206
E. B. I. (000)	$ 699,721	.2099

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	838,400	.4692	41.7%
Households	251,800	.4823	42.4
Retail Sales (000)	$ 998,764	.4619	47.8
E. B. I. (000)	$1,478,162	.4434	47.3

70 HONOLULU METRO AREA

	Total	% U. S.
Population	520,500	.2913
Households	119,700	.2293
Retail Sales (000)	$ 476,615	.2204
E. B. I. (000)	$ 937,973	.2814

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	658,900	.3691	79.0%
Households	158,300	.3038	75.6
Retail Sales (000)	$ 579,058	.2678	82.3
E. B. I. (000)	$1,146,440	.3439	81.8

71 FLINT, MICH. METRO AREA

	Total	% U. S.
Population	393,900	.2204
Households	116,000	.2222
Retail Sales (000)	$ 471,136	.2179
E. B. I. (000)	$ 842,992	.2529

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	865,200	.4842	45.5%
Households	249,900	.4786	46.4
Retail Sales (000)	$1,000,701	.4628	47.1
E. B. I. (000)	$1,634,841	.4904	51.6

72 WICHITA METRO AREA

	Total	% U. S.
Population	332,800	.1863
Households	109,400	.2095
Retail Sales (000)	$ 454,234	.2101
E. B. I. (000)	$ 652,954	.1959

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	570,800	.3194	58.3%
Households	186,000	.3562	58.8
Retail Sales (000)	741,323	.3429	61.3
E. B. I. (000)	$1,042,576	.3127	62.6

73 FALL RIVER-NEW BEDFORD, MASS. METRO AREA

	Total	% U. S.
Population	398,400	.2230
Households	120,700	.2312
Retail Sales (000)	$ 446,426	.2065
E. B. I. (000)	$ 746,027	.2238

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	464,400	.2599	85.8%
Households	140,800	.2697	85.7
Retail Sales (000)	$ 574,534	.2657	77.7
E. B. I. (000)	$ 867,846	.2603	86.0

74 HARRISBURG METRO AREA

	Total	% U. S.
Population	345,400	.1933
Households	102,400	.1961
Retail Sales (000)	$ 436,748	.2020
E. B. I. (000)	$ 672,466	.2017

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	858,700	.4806	40.2%
Households	250,200	.4792	40.9
Retail Sales (000)	$1,037,752	.4799	42.1
E. B. I. (000)	$1,544,523	.4633	43.5

75 ORLANDO METRO AREA

	Total	% U. S.
Population	305,100	.1707
Households	96,300	.1844
Retail Sales (000)	$ 436,580	.2019
E. B. I. (000)	$ 533,033	.1599

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	610,500	.3417	50.0%
Households	193,600	.3708	49.7
Retail Sales (000)	$ 835,056	.3862	52.3
E. B. I. (000)	$1,021,899	.3065	52.2

76 CANTON, O. METRO AREA

	Total	% U. S.
Population	332,200	.1859
Households	97,500	.1867
Retail Sales (000)	$ 423,925	.1961
E. B. I. (000)	$ 636,662	.1910

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	633,800	.3547	52.4%
Households	186,400	.3570	52.3
Retail Sales (000)	$ 744,712	.3444	56.9
E. B. I. (000)	$1,143,748	.3431	55.7

77 BAKERSFIELD, CALIF. METRO AREA

	Total	% U. S.
Population	277,700	.1554
Households	82,500	.1580
Retail Sales (000)	$ 418,351	.1935
E. B. I. (000)	$ 565,103	.1695

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	277,700	.1554	100.0%
Households	82,500	.1580	100.0
Retail Sales (000)	$ 418,351	.1935	100.0
E. B. I. (000)	$ 565,103	.1694	100.0

78 DES MOINES METRO AREA

	Total	% U. S.
Population	267,600	.1498
Households	86,700	.1661
Retail Sales (000)	$ 407,987	.1887
E. B. I. (000)	$ 544,266	.1633

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,183,000	.6625	22.6%
Households	363,000	.6953	23.9
Retail Sales (000)	$1,537,814	.7112	26.5
E. B. I. (000)	$2,183,556	.6550	24.9

79 LANSING METRO AREA

	Total	% U. S.
Population	303,700	.1700
Households	89,400	.1712
Retail Sales (000)	$ 399,455	.1847
E. B. I. (000)	$ 615,846	.1847

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	468,700	.2623	64.8%
Households	138,200	.2647	64.7
Retail Sales (000)	$ 598,079	.2766	66.8
E. B. I. (000)	$ 909,100	.2727	67.7

80 UTICA-ROME, N. Y. METRO AREA

	Total	% U. S.
Population	312,900	.1751
Households	92,300	.1768
Retail Sales (000)	$ 397,901	.1840
E. B. I. (000)	$ 581,935	.1746

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	367,400	.2056	85.2%
Households	109,400	.2095	84.4
Retail Sales (000)	$ 464,853	.2150	85.6
E. B. I. (000)	$ 682,730	.2048	85.2

81 PEORIA METRO AREA

	Total	% U. S.
Population	294,700	.1649
Households	91,300	.1749
Retail Sales (000)	$ 391,350	.1810
E. B. I. (000)	$ 640,902	.1922

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	659,100	.3689	44.7%
Households	206,100	.3947	44.3
Retail Sales (000)	$ 856,228	.3960	45.7
E. B. I. (000)	$1,360,610	.4081	47.1

82 CHARLOTTE METRO AREA

	Total	% U. S.
Population	275,300	.1541
Households	73,900	.1415
Retail Sales (000)	$ 385,812	.1784
E. B. I. (000)	$ 491,540	.1474

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	959,700	.5371	28.7%
Households	246,400	.4719	30.0
Retail Sales (000)	$ 980,434	.4534	39.4
E. B. I. (000)	$1,386,776	.4160	35.4

83 WILKES BARRE-HAZLETON METRO AREA

	Total	% U. S.
Population	366,100	.2049
Households	102,700	.1967
Retail Sales (000)	$ 383,817	.1775
E. B. I. (000)	$ 589,590	.1769

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,035,600	.5796	35.4%
Households	294,900	.5648	34.8
Retail Sales (000)	$1,085,878	.5022	35.3
E. B. I. (000)	$1,636,675	.4909	36.0

84 KNOXVILLE METRO AREA

	Total	% U. S.
Population	373,800	.2092
Households	100,900	.1933
Retail Sales (000)	$ 381,335	.1764
E. B. I. (000)	$ 565,919	.1698

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	707,100	.3957	52.9%
Households	182,800	.3501	55.2
Retail Sales (000)	$ 599,061	.2771	63.7
E. B. I. (000)	$ 892,051	.2676	63.4

85 SPOKANE METRO AREA

	Total	% U. S.
Population	291,100	.1629
Households	95,100	.1821
Retail Sales (000)	$ 379,688	.1756
E. B. I. (000)	$ 578,498	.1735

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	451,200	.2525	64.5%
Households	143,400	.2747	66.3
Retail Sales (000)	$ 564,971	.2613	67.2
E. B. I. (000)	$ 867,365	.2602	66.7

86 TRENTON METRO AREA

	Total	% U. S.
Population	272,200	.1523
Households	73,500	.1408
Retail Sales (000)	$ 377,273	.1745
E. B. I. (000)	$ 611,119	.1833

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	321,500	.1799	84.7%
Households	88,400	.1693	83.1
Retail Sales (000)	$ 443,052	.2049	85.2
E. B. I. (000)	$ 703,541	.2110	86.9

87 CHATTANOOGA METRO AREA

	Total	% U. S.
Population	290,700	.1627
Households	83,500	.1599
Retail Sales (000)	$ 364,898	.1688
E. B. I. (000)	$ 442,603	.1328

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	636,100	.3560	45.7%
Households	169,500	.3246	49.3
Retail Sales (000)	$ 611,019	.2826	59.7
E. B. I. (000)	$ 808,194	.2424	54.8

88 DAVENPORT-ROCK ISLAND-MOLINE METRO AREA

	Total	% U. S.
Population	279,700	.1565
Households	85,900	.1645
Retail Sales (000)	$ 359,734	.1664
E. B. I. (000)	$ 582,053	.1746

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	525,000	.2938	53.3%
Households	162,900	.3120	52.7
Retail Sales (000)	$ 687,945	.3182	52.3
E. B. I. (000)	$1,027,165	.3081	56.7

89 TACOMA METRO AREA

	Total	% U. S.
Population	328,100	.1836
Households	97,900	.1875
Retail Sales (000)	$ 357,965	.1656
E. B. I. (000)	$ 608,404	.1825

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	Tacoma is a part of the Seattle		
Households	Advertiser Area		
Retail Sales (000)			
E. B. I. (000)			

90 ALBUQUERQUE METRO AREA

	Total	% U. S.
Population	252,800	.1415
Households	70,900	.1357
Retail Sales (000)	$ 357,611	.1654
E. B. I. (000)	$ 474,824	.1424

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	326,000	.1824	77.5%
Households	87,100	.1668	81.4
Retail Sales (000)	$ 413,425	.1912	86.5
E. B. I. (000)	$ 547,299	.1642	86.8

91 EL PASO METRO AREA

	Total	% U. S.
Population	330,000	.1847
Households	86,900	.1664
Retail Sales (000)	$ 355,601	.1645
E. B. I. (000)	$ 555,280	.1666

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	479,300	.2682	68.9%
Households	125,600	.2406	69.2
Retail Sales (000)	$ 503,189	.2327	70.7
E. B. I. (000)	$ 782,726	.2348	70.9

92 BEAUMONT-PT. ARTHUR, TEX. METRO AREA

	Total	% U. S.
Population	315,500	.1766
Households	91,400	.1751
Retail Sales (000)	$ 354,989	.1642
E. B. I. (000)	$ 547,449	.1642

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	396,300	.2218	79.6%
Households	112,500	.2155	81.2
Retail Sales (000)	$ 431,390	.1995	82.3
E. B. I. (000)	$ 636,355	.1909	86.0

93 LANCASTER METRO AREA

	Total	% U. S.
Population	267,500	.1497
Households	76,700	.1469
Retail Sales (000)	$ 349,750	.1618
E. B. I. (000)	$ 552,078	.1656

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	267,500	.1497	100.0%
Households	76,700	.1469	100.0
Retail Sales (000)	$ 349,750	.1618	100.0
E. B. I. (000)	$ 552,078	.1656	100.0

94 WEST PALM BEACH METRO AREA

	Total	% U. S.
Population	229,700	.1286
Households	79,000	.1513
Retail Sales (000)	$ 348,236	.1611
E. B. I. (000)	$ 424,360	.1273

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	322,000	.1802	71.3%
Households	104,900	.2009	75.3
Retail Sales (000)	$ 470,124	.2174	74.1
E. B. I. (000)	$ 562,359	.1687	75.5

95 GREENSBORO-HIGH POINT, N. C. METRO AREA

	Total	% U. S.
Population	233,800	.1308
Households	61,500	.1178
Retail Sales (000)	$ 344,778	.1595
E. B. I. (000)	$ 398,642	.1196

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	603,600	.5057	38.7%
Households	234,500	.4491	26.2
Retail Sales (000)	$ 991,183	.4584	34.8
E. B. I. (000)	$1,310,959	.3932	30.4

96 TUCSON METRO AREA

	Total	% U. S.
Population	265,100	.1484
Households	80,500	.1542
Retail Sales (000)	$ 339,976	.1572
E. B. I. (000)	$ 491,446	.1474

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	278,100	.1556	95.3%
Households	83,900	.1607	95.9
Retail Sales (000)	$ 367,897	.1701	92.4
E. B. I. (000)	$ 511,012	.1533	96.2

97 SHREVEPORT METRO AREA

	Total	% U. S.
Population	260,600	.1458
Households	72,700	.1392
Retail Sales (000)	$ 332,071	.1536
E. B. I. (000)	$ 441,019	.1323

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	566,100	.3168	46.0%
Households	157,300	.3013	46.2
Retail Sales (000)	$ 629,904	.2913	52.7
E. B. I. (000)	$ 832,974	.2499	52.9

98 FT. WAYNE METRO AREA

	Total	% U. S.
Population	229,200	.1283
Households	71,100	.1362
Retail Sales (000)	$ 330,750	.1530
E. B. I. (000)	$ 479,598	.1439

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	528,800	.2959	43.3%
Households	163,900	.3139	43.4
Retail Sales (000)	$ 688,613	.3185	48.0
E. B. I. (000)	$ 990,290	.2970	48.4

99 STOCKTON, CALIF. METRO AREA

	Total	% U. S.
Population	237,200	.1327
Households	74,000	.1417
Retail Sales (000)	$ 329,083	.1522
E. B. I. (000)	$ 490,613	.1472

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	406,100	.2273	58.4%
Households	127,000	.2432	58.3
Retail Sales (000)	$ 603,661	.2792	54.5
E. B. I. (000)	$ 805,887	.2417	60.9

100 MOBILE METRO AREA

	Total	% U. S.
Population	282,500	.1581
Households	78,200	.1498
Retail Sales (000)	$ 322,178	.1490
E. B. I. (000)	$ 428,116	.1284

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	570,700	.3194	49.5%
Households	151,700	.2906	51.5
Retail Sales (000)	$ 566,733	.2621	56.8
E. B. I. (000)	$ 783,066	.2349	54.7

Fm Profile

The National Association of Fm Broadcasters has compiled in a flip-card presentation a composite of the research gained in 16 separate Pulse studies of 1959. Here are the NAFMB figures:

Average fm set penetration		**43.5 percent**
Fm homes listening sometime each week		**56.5 percent**
Fm homes listening each and every day		**51.3 percent**
Fm listeners who are	college graduates	**37.0 percent**
	high school graduates	**33.5 percent**
	some college	**12.4 percent**
	some high school	**8.9 percent**
Fm listeners who are between the ages of		
	19 and 35	**25.0 percent**
	35 and 50	**37.0 percent**
	over 50	**35.0 percent**
	under 18	**3.5 percent**
Fm listeners with incomes between		
	$ 7,500 and $10,000	**21.4 percent**
	$10,000 and $15,000	**14.4 percent**
	$ 5,000 and $ 7,500	**28.4 percent**
	$ 3,000 and $ 5,000	**15.2 percent**
	$ 2,000 and $ 3,000	**4.2 percent**
	Over $15,000	**4.0 percent**
	Refused to answer	**12.2 percent**

Fm listeners who are		
	professional men, proprietors, or business executives	**29.0 percent**
	white collar workers	**20.1 percent**
	laborers and skilled technicians	**28.6 percent**
	miscellaneous	**22.3 percent**
Those who listen in the		
	living room	**47.3 percent**
	bedroom	**22.8 percent**
	kitchen	**14.0 percent**
	den	**8.2 percent**
	other places	**7.7 percent**
Those who listen between		
	6 a.m. and 9 a.m.	**16.0 percent**
	9 a.m. and 12 Noon	**13.0 percent**
	12 Noon and 6 p.m.	**23.0 percent**
	6 p.m. and 9 p.m.	**45.0 percent**
	9 p.m. and Midnight	**20.0 percent**
Those who listen to		
	consoles	**50.0 percent**
	table models	**35.0 percent**
	component parts	**15.0 percent**
Multiple fm set homes		**13.0 percent**
Offices and business establishments with fm sets		**10.0 percent**



LEFT TO RIGHT: FARRELL SMITH, SCOTT MUNI, BILL OWEN, JACK CARNEY, HERB OSCAR ANDERSON, CHARLIE GREER, CHUCK DUNAWAY,
1-3 PM 10 PM-12 M 4-6 AM 3-6:30 PM 6-10 AM 11 AM-1 PM 7:15-10 PM

The swingin' 7 from 77! All aboard for the big bright sound of RadioWABC! Listen to the Big 7 from Channel 77 make big things happen with just Your Kind of Music! First Person Features and First Person News

THE SOUND OF NEW YORK. .

RADIO WABC
CHANNEL 77
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- **List of Network Advertisers on CBS, NBC, ABC, MBS and Keystone** 62
- **Case Histories Showing How 21 Advertisers Put Radio To Use** 64

Radio Advertisers

PART I—National & Regional Spot Advertisers

The following list was compiled by U.S. RADIO through the facilities of major representatives with offices in cities across the country. This list includes the names of more than 750 national and regional spot radio users and their agencies.

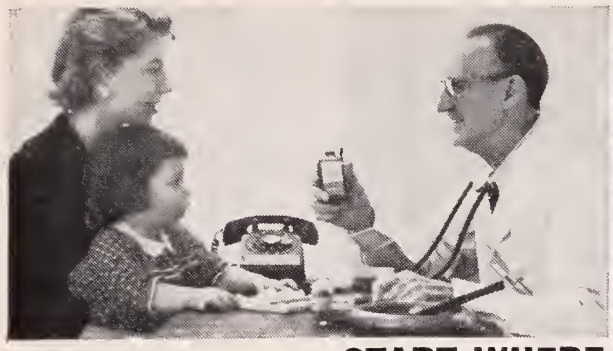
Food, Flour, Fruit and Cereal

Accent Food Seasoning — *Needham, Louis & Brorby, Chicago*
American Bakeries
Cookbook Bread — *Young & Rubicam, New York*
American Home Foods Co.
Chef Boy-Ar-Dee — *Young & Rubicam, New York*
American Molasses
Grandma's Old Fashioned Unsulphured Molasses — *Kastor, Hilton, Chesley, Clifford & Atherton, New York*
American Scientific Labs
Banably Syrups — *Arthur Towell, Madison, Wis.*
V. Arena & Sons Inc.
Conte Luna Twistetti — *Torrieri Advertising, Baltimore*
Conte Luna Elbow Macaroni — *Torrieri Advertising, Baltimore*
Armour Processed Meats
Armour Frankfurters — *N. W. Ayer & Son, Philadelphia*
Arnold Bakeries
Arnold Bread — *Kudner, New York*
Beech-Nut Life Savers Inc.
Beech-Nut Baby Food — *Young & Rubicam, New York*
Bernstein's Food Products Co. — *Hal Stebbins, Los Angeles*
Brock Hall Dairy Co. — *Charles W. Hoyt, New York*
Buitoni Foods Corp.
Buitoni Macaroni — *Albert Frank-Guenther Law, New York*
California Asparagus Growers — *Evans-McClure, San Francisco*
California Cantaloupes — *Dancer, Fitzgerald & Sample, San Francisco*
California Packing Co.
Del Monte Products — *McCann-Erickson, San Francisco*
Campbell Soup Co.
Campbell's heat processed soups — *BBD&O, New York*
Campbell's frozen soups — *Leo Burnett, Chicago*
Franco-American Products — *Leo Burnett, Chicago*
Campbell's Pork and Beans — *Needham, Louis & Brorby, New York*
Carnation Milk Co. — *Erwin Wasey, Ruthrauff & Ryan, Los Angeles*
Chris & Pitts Bar B Q Sauce — *Curtis Advertising, Hollywood*
Chun King Sales Inc.
Chow Mein Divider-Pak — *BBD&O, Minneapolis*
Church & Dwight Co.
Cow Brand Baking Soda — *Charles W. Hoyt, New York*
Coastal Foods Co.
Phillips Beans and Franks — *W. B. Doner & Co., Baltimore*
Phillips Pork and Beans — *W. B. Doner & Co., Baltimore*
Continental Baking Co.
Hostess Cakes — *Ted Bates, New York*
Hostess Handi Pie — *Ted Bates, New York*
Profile Bread — *Ted Bates, New York*
Wonder Bread — *Ted Bates, New York*
Wonder Buns — *Ted Bates, New York*
Wonder Rolls — *Ted Bates, New York*

Corn Products Company—Best Foods Division
Best Foods Mayonnaise — *Dancer, Fitzgerald & Sample, New York*
Hellmann's Italian Dressing — *Dancer, Fitzgerald & Sample, New York*
Hellmann's Mayonnaise — *Dancer, Fitzgerald & Sample, New York*
Nucoa Margarine — *Dancer, Fitzgerald & Sample, New York*
Skippy Peanut Butter — *Guild Bascom & Bonfigli, New York*
Cream of Wheat Corp. — *BBD&O, Minneapolis*
Dannon Milk Products Inc.
Dannon Yogurt — *The Zlowe Co., New York*
Dean Milk Company — *Clinton E. Frank, Chicago*
Diamond Walnut Growers Inc. — *McCann-Erickson, San Francisco*
Dubuque Packing Co. — *Perrin-Paus, Chicago*
John H. Dulaney & Sons Inc.
Dulaney Frozen Foods — *Arndt, Preston, Chapin, Lamb & Keen, Philadelphia*
Albert Dickenson Co.
Big Buster Pop Corn — *Hanson & Sturns, Chicago*
Duffy Mott Co.
Clapps Baby Food — *Sullivan, Stauffer, Colwell & Baylcs, New York*
Durkee Famous Foods
Durkee's Mayonnaise — *Cunningham & Walsh, San Francsico*
Eskimo Pie Corp.
Eskimo Fruit Joy — *Eastern Advertising, New York*
Eskimo Pies — *Eastern Advertising, New York*
J. H. Filbert Inc.
Mrs. Filbert's Margarine — *Young & Rubicam, New York*
Foremost Dairies Inc.
Dolly Madison Products — *BBD&O, New York*
The Frito Company
Fritos — *Dancer, Fitzgerald & Sample, Chicago*
New Era Potato Chips — *Dancer, Fitzgerald & Sample, Chicago*
General Foods Corp.
All Products — *Benton & Bowles, New York*
Foote, Cone & Belding, Chicago
Ogilvy, Benson & Mather, New York
Young & Rubicam, New York
General Mills Inc.
Betty Crocker Pizza — *Knox Reeves Advertising, Minneapolis*
Gerber Food Products Co. — *D'Arcy Advertising, New York*
Gravymaster Co. Inc.
Gravy Master Seasoning — *Samuel Croot, New York*
Charles Gulden Inc.
Gulden's Mustard — *Charles W. Hoyt, New York*
Hall Baking Co. — *Bozell & Jacobs, Chicago*
Hawaiian Pineapple Co. Ltd.
Dole Products — *Foote, Cone & Belding, San Francisco*
Heckman Biscuit Co. — *George H. Hartman, Chicago*
H. J. Heinz Co. — *Maxon, Detroit*
Heublein Inc.
Maltex Cereal — *Fletcher Richards, Calkins & Holden, New York*
Hygrade Food Products — *W. B. Doner, Detroit*
Imperial Sugar Co. — *Tracy-Locke, Dallas*
Interstate Bakeries Inc.
Weber's Bread — *Honig-Cooper & Harrington, Los Angeles*
St. John's Bread — *Honig-Cooper & Harrington, Los Angeles*
Jaka Ham Co. — *Kastor, Hilton, Chesley, Clifford & Atherton, New York*
Keebler Biscuit Co. — *Lewis & Gilman, Philadelphia*
Kitchen Art Foods, Inc.
Py-O-My Mixes — *Wright, Campbell & Suitt, Chicago*
Kraft Foods
Miracle Whip — *J. Walter Thompson, Chicago*
Kraft Lemon Mayonnaise — *J. Walter Thompson, Chicago*
Kretschmer Corp.
Wheat Germ — *George H. Hartman, Chicago*
Krey Packing Company
Krey-Pac — *D'Arcy Advertising, St. Louis*
Lance Inc.
Peanut Food Products — *D'Arcy Advertising, Atlanta*
Langendorf United Bakeries
Langendorf Bread — *Young & Rubicam, New York*
Lever Brothers Co.—Food Division
Imperial Margarine — *Foote, Cone & Belding, New York*
V. La Rosa & Sons
Macaroni Products — *Hicks & Greist Inc., New York*
Loma Linda Food Co.
Gravy Quik — *Robinson, Penwick & Haynes, Los Angeles*
Lynden Chicken and Turkey Products — *Rune Goranson, Seattle*
Manchester Biscuit Co. — *George H. Hartman, Chicago*
Mary Ellen's Inc.
Jams and Jellies — *Guild, Bascom & Bonfigli, San Francisco*
Mavar Shrimp & Oyster Co. — *Erwin Wasey, Ruthrauff & Ryan, Chicago*
Merchant's Biscuit Co. — *George H. Hartman, Chicago*
Louis Milani Foods Inc. — *Donahue & Co., Los Angeles*
C. F. Mueller
Mueller's Macaroni — *Doherty, Clifford, Steers & Shenfield, New York*
National Biscuit Co.
Millbrook Bread — *McCann-Erickson, New York*
Nabisco Crackers — *McCann-Erickson, New York*
National Cranberry Association
Ocean Spray Cranberry Juice — *BBD&O, New York*
National Dairy Products Corp.
Breakstone's Yogurt — *Mogul, Williams & Saylor, New York*
Sealtest — *N. W. Ayer & Son, New York*
Oak State Products
Archway Cookies — *Grant Advertising, Chicago*
Omar, Inc. — *Bozell & Jacobs, Chicago*
Old Virginia Packing Co.
Old Virginia Foods — *Cargill, Wilson & Acree, Richmond, Va.*
Oscar Mayer & Co. — *J. Walter Thompson, Chicago*
Mrs. Paul's Kitchens — *The Aitkin-Kynett Co., Philadelphia*
Penick & Ford Ltd. Inc.
Swel Frosting — *Croot & Brant, New York*
Brer Rabbit Molasses — *Grant Advertising, New York*
My-T-Fine Pudding — *Grant Advertising, New York*
Vermont Maid Syrup — *Grant Advertising, New York*
Pet Milk Company — *Gardner Advertising, St. Louis*
Pillsbury Mills Inc.
Pillsbury and Ballard products — *Campbell & Mithun, Minneapolis*
Prince Macaroni Manufacturing Co. — *S. E. Zubrow, Philadelphia*
Procter & Gamble Co.
Duncan Hines Cake Mixes — *Gardner Advertising, St. Louis*
The Quaker Oats Co.
Aunt Jemima Easy Mixes — *John W. Shaw, Chicago*
Quaker Oats — *Baker, Tilden, Bolgard & Barger, Chicago*
Ful-O-Pep — *Compton Advertising, Chicago*
Ralston Purina Co.
Ralston Hot Cereals — *Guild, Bascom & Bonfigli, San Francisco*
Ralston Chex — *Guild, Bascom & Bonfigli, San Francisco*
Ry-Krisp — *Guild, Bascom & Bonfigli, San Francisco*
River Brand Rice Mills Inc. — *Cunningham & Walsh, New York*
Roman Products Corp.
Roman Pizza — *Smith/Greenfield, New York*
Rold Gold Foods Inc.
Rold Gold Pretzels — *Rutledge Advertising, St. Louis*
C. F. Sauer Company
Duke's Mayonnaise — *Van Sant-Dugdale & Co., Baltimore*
Sawyer Biscuit Co. — *George H. Hartman, Chicago*
Streitman Biscuit Co. — *Ralph H. Jones, Cincinnati*
Seabrook Farms Co.
Kastor, Hilton, Chesley, Clifford & Atherton, New York
Southern Bakeries Co.
Southern Bread — *Burke, Dowling & Adams, Atlanta*
Standard Brands Inc.
Blue Bonnet Margarine — *Ted Bates, New York*
Fleischmann's Margarine — *Ted Bates, New York*
Royal Gelatin Desserts — *Ted Bates, New York*
Stella D'oro Biscuit Co. — *Carlo Vinti Advertising, New York*
Stokely-Van Camp
Canned Products — *Lennen & Newell, New York*
Sugar Creek Co.
National Dairy Honey Butter — *N. W. Ayer & Son, Philadelphia*
Sunkist Growers Inc. — *Foote, Cone & Belding, Los Angeles*
Swift & Co.
Allsweet Margarine — *Leo Burnett, Chicago*
Meat Packers — *McCann-Marschalk, Cleveland*
Swift Hatcheries — *Guild Advertising, Milwaukee*
TV Time Foods Inc.
TV Time Popcorn — *Stern, Walters & Simmons, Chicago*
W. Underwood Co.
Red Devil Brand — *Kenyon & Eckhardt, Boston*
Van Camp Sea Food Co.
Chicken of the Sea Tuna — *Erwin Wasey, Ruthrauff & Ryan, Los Angeles*
Vita Food Products Inc. — *Charles W. Hoyt, New York*
Ward Baking Company
Tip-Top Bread — *Grey Advertising, New York*
Weiland Packing Co. — *Baker, Johnson & Dickinson, Milwaukee*
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Blair Laboratories
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Bristol Meyers Co.
- Vitalis Hair Cream — *Young & Rubicam, New York*
- Sal Hepatica — *Young & Rubicam, New York*
- Bufferin — *Young & Rubicam, New York*
- Mum — *Doherty, Clifford, Steers & Shenfield, New York*
- Trig — *BBD&O, New York*

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- Palmer's Skin Success — *Kenneth Rader, New York*

Carter Products
- Colonaids — *Kastor, Hilton, Chesley, Clifford & Atherton, New York*

Cerebelli & Co.
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Chap Stick Co. — *L. C. Gumbinner, New York*

Chattanooga Medicine Co.
- Cardui — *Noble-Drury & Assoc., Nashville, Tenn.*

Chesebrough-Pond's Inc.
- Pertussin — *Compton, New York*
- Vaseline Hair Tonic — *Norman, Craig & Kummel, New York*

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Colgate Palmolive Co.
- Colgate Dental Cream — *Ted Bates, New York*

Colonia Inc.
- 4711 Cologne — *Kelly, Nason, New York*

Creomulsion Co.
- Creomulsion Cough Medicine — *Tucker Wayne, Atlanta*

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- Heet — *Arthur Meyerhoff, Chicago*

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- Positan and Regimen — *Kastor, Hilton, Chesley, Clifford & Atherton, New York*

Dunbar Laboratories
- Sentor — *Doherty, Clifford, Steers & Shenfield, New York*

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- Clearasil Medicated Shampoo — *BBD&O, New York*
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- 5 Day Roll-On — *Doyle Dane Bernbach, New York*

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- Doan's Pills — *Street & Finney, New York*

Gillette Safety Razor Co. — *Maxon, New York*

Grove Laboratories
- Ammens — *Doherty, Clifford, Steers & Shenfield, New York*
- Bromo Quinine — *Gardner Advertising, St. Louis*
- 4-Way Cold Tablets — *Cohen & Alshire, New York*
- Minit-Rub — *Doherty, Clifford, Steers & Shenfield, New York*
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Kimberly-Clark Corp.
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- Wheat Germ — *George H. Hartman, Chicago*

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Thomas Leeming Co.
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Mentholatum Co.
- Cough Syrup — *J. Walter Thompson, New York*
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Miles Laboratories
- Alka Seltzer — *Wade Advertising, Chicago*

Monticello Drug Co.
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Murine Co. — *J. Walter Thompson, New York*

Norex Laboratories
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Norkon Pharmacal Co.
- Norkon Tablets — *Joe Gans, New York*

Norwich Pharmacal Co.
- Pepto-Bismol — *Benton & Bowles, New York*

Noxzema Chemical Co.
- High Noon Suntan Lotion — *Sullivan, Stauffer, Colwell & Bayles, New York*
- Noxzema Skin Cream — *Sullivan, Stauffer, Colwell & Bayles, New York*

Personal Products Corp.
- Modess Sanitary Napkins — *Nationwide Network, New York*

Pharmaco Company
- Feen-a-Mint — *N. W. Ayer & Son, Philadelphia*
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Pierce's Proprietaries Inc.
- Dr. Pierce's Golden Medical Discovery — *Mogul, Williams & Saylor, New York*

Lydia E. Pinkham Medicine Co. — *Cohen, Dowd & Aleshire, New York*

Plough Inc.
- Coppertone — *Lake-Spiro-Shurman, Memphis*
- Mexsana — *Lake-Spiro-Shurman, Memphis*
- Musterole — *Lake-Spiro-Shurman, Memphis*
- Penetro Cough Drops — *Lake-Spiro-Shurman, Memphis*
- O. T.—Quick Tan Lotion — *Lake-Spiro-Shurman, Memphis*
- Solarcaine — *Lake-Spiro-Shurman, Memphis*
- St. Joseph Aspirin for Children — *Lake-Spiro-Shurman, Memphis*

Potter Drug & Chemical Co.
- Cutatone — *Kastor, Hilton, Chesley, Clifford & Atherton, New York*

Revlon Inc.
- Revlon Sun Bath — *Grey Advertising, New York*

Rexall Drug Co. — *BBD&O, Los Angeles*

Harold F. Ritchie Inc.
- Scott's Emulsion — *J. Walter Thompson, New York*

Rolley Company
- Tanfastic — *Foote, Cone & Belding, San Francisco*

Helena Rubinstein Inc.
- Bio Clear — *L. W. Frolich, New York*

S S S Co.
- S S S Tonic — *Marschalk & Pratt, Atlanta*

Shulton Inc. — *The Wesley Associates, New York*

Smith Brothers Inc.
- Cough Drops — *Kastor, Hilton, Chesley, Clifford & Atherton, New York*

Stanback Co. — Direct, *Salisbury, N. C.*

Sterling Drug Co.
- Campho-Phenique — *Thompson-Koch, New York*
- Midol — *Thompson-Koch, New York*
- Dr. Lyon's Tooth Powder — *Dancer-Fitzgerald-Sample, New York*

Sutton Cosmetics Inc.
- Sutton Deodorant Stick — *L. C. Gumbinner, New York*

Swedish Shampoo Laboratories
- Blondex — *Firestone, New York*

Vicks Chemical Corp.
- Vicks VapoRub — *Morse International, New York*
- Vicks Cough Syrup — *Morse International, New York*
- Vitamin "C" Cough Drops — *Morse International, New York*
- Vicks Cold Tablets — *Morse International, New York*

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Esso Standard Oil Co.
Flit — *McCann-Erickson, New York*
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Hydroponic Chemical Co.
Hyponex Plant Food — *Fred Bock Advertising, Akron, Ohio*
International Harvester — *Aubrey, Finlay, Marley & Hodgson, Chicago*
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Northrup, King & Co. — *BBD&O, Minneapolis*
Oyster Shell Products Inc.
Pilot Brand Oyster Shells — *Ridgway-Hirsch Advertising, St. Louis*
Quaker Oats Co.
Ful-O-Pep Feeds — *Compton Advertising, Chicago*
Ralston Purina Co.
General Chow — *Gardner Advertising, St. Louis*
J. C. Robinson Seed Co. — *F. H. Brown Advertising, Chicago*
Shulton Products — *Wesley Assoc., New York*
Superior Feed Mills Inc. — *James R. Reese, Kansas City, Mo.*
Union Carbide Corp.
6-12 Insect Repellent — *J. M. Mathes, New York*

Gas and Oil

American Oil Co. — *Joseph Katz, New York*
Atlantic Refining Co. — *N. W. Ayer & Son, Philadelphia*
Bardahl Oil Co. — *Miller, Mackay, Hoeck & Hartung, New York*
Cities Service Oil Co. — *Ellington, New York*
Continental Oil Co. — *Benton & Bowles, New York*
Crown Petroleum Co. — *Al Paul Lefton, Philadelphia*
Diamond Head Oil Co. — *Felt Advertising, Newark, N. J.*
Esso Standard Oil Co. — *McCann-Erickson, New York*
Ohio Oil Co. — *N. W. Ayer & Son, Philadelphia*
Oklahoma Oil Co. — *Needham, Louis, Brorby, Chicago*
South Penn Oil Co. — *Eisaman, Johns & Laws, Hollywood*
Phillips Petroleum Co. — *Lambert & Feasley, New York*
Pure Oil Co. — *Leo Burnett, Chicago*
Quaker State Oil Co. — *Kenyon & Eckhardt, New York*
Richfield Oil Co. — *Hixson & Jorgensen, Los Angeles, Calif.*
Shell Oil Co. — *J. Walter Thompson, New York*
Signal Oil Co. — *Barton A. Stebbins, Los Angeles*
Sinclair Refining Co. — *Geyer, Morey, Madden & Ballard, New York*
Site Oil Co. — *Weintraub & Assoc., St. Louis*
Skelley Oil Co. — *Bruce B. Brewer, Kansas City, Mo.*
Socony-Mobile Oil Co. — *Compton Advertising, New York*
Standard Oil Co. — *D'Arcy, Chicago*
Standard Oil of California — *BBD&O, San Francisco*
Sun Oil Co. — *William Esty, New York*
Texaco Inc. — *Cunningham & Walsh, New York*
Tidewater Oil Co. — *Foote, Cone & Belding, Los Angeles*
Union Oil Co. — *Erwin Wasey, Ruthrauff & Ryan, Los Angeles*

Beer and Ale

Anheuser-Busch Inc.
Budweiser Beer — *D'Arcy, St. Louis*
Busch Bavarian Beer — *Gardner, St. Louis*
Atlantic Brewing Co.
Champagne Velvet Beer — *W. B. Doner, Chicago*
Atlas Brewing Co.
Atlas Prager Beer — *Olian & Bronner, Chicago*
Edelweiss Beer — *Olian & Bronner, Chicago*
P. Ballantine & Son
Ballantine Ale and Beer — *William Esty, New York*
Burgermeister Brewing Co. — *BBD&O, San Francisco*
Carlsberg Beer Breweries — *Wexton, New York*
Carling Brewing Co.
Carling's Red Cap Ale — *Benton & Bowles, New York*
Stag Beer — *Edward H. Weiss, Chicago*
Carling's Black Label Beer — *Aitkin-Kynett, Philadelphia*
Lang, Fisher & Stashower, Cleveland
Falstaff Brewing Co. — *Dancer-Fitzgerald-Sample, New York*
M. K. Goetz Brewing Co.
Country Club Malt Liquor — *John W. Shaw, Chicago*
Theo. Hamm Brewing Co.
Hamm's Beer — *Campbell-Mithun, Hollywood*
Gunther Beer — *Campbell-Mithun, Minneapolis*
G. Heilman's Brewing Co. — *McCann-Erickson, Chicago*
Latrobe Brewing Co.
Rolling Rock Beer — *Robert Wiltman, Pittsburgh*
Liebmann Breweries Inc.
Rheingold Beer — *Foote, Cone & Belding, New York*
Lucky Lager Brewing Co. — *McCann-Erickson, San Francisco*
Miller Brewing Co. — *Mathisson & Assoc., Milwaukee*
National Brewing Co.
National Bohemian Beer — *W. B. Doner, Baltimore*
Olympia Brewing Co. — *Sotsford, Constantine & Gerinder, Seattle*
Pabst Brewing Co.
Old Tankard Ale — *Kenyon & Eckhardt, Chicago*
Pabst Blue Ribbon Beer — *Kenyon & Eckhardt, Chicago*
Piels Bros. — *Young & Rubicam, New York*
Pittsburgh Brewing Co.
Iron City Beer — *Smith, Taylor & Jenkins, Pittsburgh*
F & M Schaffer Brewing Co. — *BBD&O, New York*
Joseph Schlitz Brewing Co. — *J. Walter Thompson, Chicago*
C. Schmidt & Sons
Ram's Head Ale — *Gray & Rogers, Philadelphia*
Valley Forge Beer — *Gray & Rogers, Philadelphia*
Tuborg Breweries Ltd. — *Erwin Wasey, Ruthrauff & Ryan, New York*
George Wiedemann Brewing Co. — *Doherty, Clifford, Steers & Shenfield, New York*

Coffee and Tea

Beechnut Life Savers, Inc.
Beechnut Coffee — *Charles W. Hoyt, New York*
Borden Co.
Borden's Instant Coffee — *Doherty, Clifford, Steers & Shenfield, New York*
Chock Full O' Nuts Corp. — *Grey Adv., New York*
General Foods Co.
Maxwell House Coffee — *Ogilvy, Benson & Mather, New York*
Great Atlantic & Pacific Tea Co.
A & P Hot Beverages — *Gardner Advertising, New York*
J. G. F. Coffee Co. — *D'Arcy, Atlanta*
Jewel Tea Co. Inc. — *Earle Ludgin & Co., Chicago*
J. A. Folger & Co.
Folger Coffee — *Cunningham & Walsh, New York*
Hills Bros. Coffee Inc.
Hills Bros. Coffee — *N. W. Ayer & Son, Philadelphia*

Thomas J. Lipton Inc.
Lipton's Hot and Iced Tea — *Sullivan, Stauffer, Colwell & Bayles, New York*
McCormick & Co.
McCormick Tea — *Lennen & Newell, New York*
W. F. McLaughlin & Co.
McLaughlin's Manor House Coffee — *Earle, Ludgin & Co., Chicago*
M J B Co.
M J B Coffee — *BBD&O, San Francisco*
Tree Tea — *BBD&O, San Francisco*
M J B Instant Coffee — *BBD&O, San Francisco*
Nestle Co. Inc.
Nescafe — *William Esty, New York*
Nestea — *William Esty, New York*
Nescafe Instant Coffee — *William Esty, New York*
Paxton & Gallagher Co.
Butter Nut Coffee — *Tatham-Laird, Chicago*
W. B. Reilly & Co.
Luzianne Coffee — *Walker Saussy Advertising, New Orleans*
Standard Brands Inc.
Chase & Sanborn Coffee
Siesta Coffee — *Ted Bates, New York*
Tenderleaf Tea — *J. Walter Thompson, New York*
Stewart's Private Blend Coffee Co. — *Roche, Rickerd & Cleary, Chicago*
Tea Council
Iced Tea — *Leo Burnett, Chicago*
Tetley Tea Co. — *Ogilvy, Benson & Mather, New York*

Banks, Utilities and Insurance

Allstate Insurance Co. — *Leo Burnett, Chicago*
A. C. Allyn & Co. — *George H. Hartman, Chicago*
American Republic Insurance Co. — *J. M. Hickerson, Des Moines*
Bache & Co.
Securities Investments — *Albert Frank-Guenther Law, New York*
Bank of America — *Johnson & Lewis, San Francisco*
Bankers Life & Casualty Co. — *Phillips & Cherbo, Chicago*
Bell Telephone of:
Illinois — *N. W. Ayer & Son, Chicago*
Indiana — *J. Walter Thompson, Chicago*
New York (Extension Phones) — *BBD&O, New York*
Pennsylvania — *Gray & Rogers, Philadelphia*
Northwestern Bell Telephone Co. — *BBD&O, Minneapolis*
(Classified Directory) — *BBD&O, Minneapolis*
(Princess Telephone) — *BBD&O, Minneapolis*
Southwestern Bell Telephone Co. — *Tucker Wayne, Atlanta*
(General Advertising) — *Tucker Wayne, Atlanta*
(Long Distance) — *Tucker Wayne, Atlanta*
Blue Cross and Blue Shield — *J. Walter Thompson, New York*
(Group Hospitalization and Medical Service of Washington)
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Chicago Title & Trust Co. — *Marsteller, Rickard, Gebhardt & Reed, Chicago*
Continental Casualty Co. — *George H. Hartman, Chicago*
Farmer's Insurance Co. — *Honig-Cooper & Harrington, Los Angeles*
Gulf Guaranty Land & Title Co. — *Paul Vonze Assoc., Baltimore*
John Hancock Insurance — *McCann-Erickson, New York*
Household Finance Co. — *Needham, Louis & Brorby, Chicago*
Investor's Planning Corporation — *Curtis Advertising, New York*
Kemper Insurance — *John W. Shaw Advertising, Chicago*
King Merritt & Co. Inc.
Mutual Funds — *Albert Frank-Guenther Law, New York*
Life Insurance Co. of America — *Liller, Neal, Battle & Lindsey, Atlanta*
Metropolitan Life Insurance Co. — *Young & Rubicam, New York*
National Life & Accident Insurance Co. — *Noble-Dury and Assoc., Nashville*
Pacific Finance Co. — *Erwin Wasey, Ruthrauff & Ryan, Los Angeles*
Pacific Telephone & Telegraph Co.
(Long Distance) — *BBD&O, San Francisco*
(Princess Telephone) — *BBD&O, San Francisco*
Profit Research Co. — *Robert M. Marks, New York*
Prudential Insurance Co. — *Reach, McClinton & Co., New York*
Randolph Associates
Savings & Investment Consulting — *Kenneth Rader, New York*
Seaboard Finance Co. — *Frank Bull & Co., Hollywood*
Shearson, Hammill & Company — *Bruce Friedlich, New York*
Southern Bell Telephone — *Tucker Wayne, Atlanta*
Travelers Insurance — *Young & Rubicam, New York*
Utilities Engineering Institute — *Muriel Wageman Adv., Chicago*
Virginia Association of Insurance Agents — *Doremus & Co., New York*

Cleaners

Brillo Manufacturing Co.
Brillo — *J. Walter Thompson, New York*
Brondow Inc.
Breath O' Pine — *Mohr & Eicoff, New York*
Boyle-Midway
Griffin ABC Shoe Polish — *Tatham-Laird, New York*
Cadie Chemical Products Inc.
Glasskleer — *Joe Gans, New York*
Colgate Palmolive Co.
Fab — *Ted Bates, New York*
Super Suds — *Street & Finney, New York*
Continental Wax Corporation
Continental Wax — *Product Services, New York*
Economics Laboratories
Dip-It — *Al Herr Advertising, Milwaukee*
Fels & Co. — *Aitkin-Kynett, Philadelphia*
General Foods Corp.
S. O. S. Scouring Pads — *Foote, Cone & Belding, Chicago*
A. S. Harrison
Preen Wax — *Charles W. Hoyt, New York*
Kiwi Polish Co. — *Cohen, Dowd & Aleshire, New York*
Knomash Inc.
Esquire Shoe Polish — *Mogul, Williams & Saylor, New York*
Lever Bros.
Swan Liquid — *Needham, Louis & Brorby, New York*
Breeze — *Sullivan, Stauffer, Colwell & Bayles, New York*
Silver Dust — *Sullivan, Stauffer, Colwell & Bayles, New York*
Parsons New Sudsy Ammonia — *Hedrick & Johnson, New York*
Procter & Gamble Co.
Premium Duz — *Compton Advertising, New York*
Purex Corp.
Trend Detergent — *Foote, Cone & Belding, Los Angeles*
Solarine Co.
Solarine Wax — *Courtland D. Ferguson, Washington, D. C.*
Sterling Drug Co.
Energine — *Dancer-Fitzgerald-Sample, New York*
Tidy House Products Co. — *Guild, Bascom & Bonfigli, San Francisco*
Union Carbide Corp.
Prestone Auto Polish — *William Esty, New York*
Woolite Co.
Woolite Soap — *Daniel & Charles Inc., New York*

Juices and Soft Drinks

California Packing Co.
Del Monte Juice Drinks — *McCann-Erickson, San Francisco*
Canada Dry Corporation — *J. M. Mathes, New York*
Coca Cola Bottling Co.
Coca Cola — *William Esty, New York*
Veep — *William Esty, New York*
Duffy-Mott Co.
AM & PM Drinks — *Sullivan, Stauffer, Colwell & Bayles, New York*
Sunsweet Prune Juice — *Sullivan, Stauffer, Colwell & Bayles, New York*
General Foods Corp.
Kool Aid — *Foote, Cone & Belding, Chicago*
H. W. Given Co.
Tropicana — *John Douglass & Assoc., Bradenton, Fla.*
Charles E. Hires Co. — *Maxon, New York*
Kirsch Beverages Inc.
No-Cal Beverages — *Gardner Advertising, New York*
Lustig Food Sales
Punchenello 7 Fruit Drink — *Storm Advertising, Rochester, N. Y.*
Minute Maid Corp. — *Ted Bates, New York*
Mountain Valley Water Co.
Mineral Water — Direct, *New York*
Nehi Corporation
Royal Crown Cola — *D'Arcy Advertising, Atlanta*
Pepsi Cola Bottling Co. — *Kenyon & Eckhardt, Chicago*
Real Gold Co.
Orange Concentrate — *Hixson & Jorgensen, Los Angeles*
Seven-Up Co. — *J. Walter Thompson, Chicago*
Sparklett's Drinking Water Corp. — *McCarty, Los Angeles*
Sunkist Growers Inc.
Frozen Fruit Punch — *Foote, Cone & Belding, Los Angeles*
Vernors Ginger Ale Inc.
Vernors Ginger Ale — *Denman & Baker Inc., Detroit*
Mason's Root Beer — *Denman & Baker Inc., Detroit*
Wander Co.
Ovaltine — *Tatham-Laird, Chicago*
Welch Grape Juice Co.
Welchade — *Richard K. Manoff, New York*

Religious Organizations

Assemblies of God	
"Revivaltime"	*Walter F. Bennett, Chicago*
Back To The Bible	*J. M. Camp, Wheaton, Ill.*
The Calvary Hour	*Eastern Adv., Richmond, Va.*
The Christian Reformed Church	*Stoetzel & Assoc., Chicago*
Christian Science Committee On Publication	
for the State of Illinois	*Christian Science Committee, Chicago*
Church of God	*Walter F. Bennett, Chicago*
Good News Broadcasting Assn. Inc.	*J. M. Camp, Wheaton, Ill.*
Gospel Broadcasting Co.	*R. H. Alber, Los Angeles*
Billy Graham Evangelistic Assn.	*Walter F. Bennett, Chicago*
Lutheran Hour	*Gotham-Vladimir, New York*
Mennonite Broadcasts, Inc.	*Eastern Adv., Richmond, Va.*
New Testament Lights	*J. M. Camp, Wheaton, Ill.*
Radio Bible Class	*J. M. Camp, Wheaton, Ill.*
Rev. Oral Roberts	*Swann & Mason, New York*
Voice of Prophecy, Inc.	*Milton Carlson, Los Angeles*
Wings Of Healing	*Century Advertising, Los Angeles*
Word of Life Fellowship Inc.	*Walter F. Bennett, Philadelphia*
Seventh Day Adventists	*Milton Carlson, Los Angeles*

Publications

Book Enterprises Inc.	*Schwab, Beatty & Porter, New York*
Book of the Month Club Inc.	*Schwab, Beatty & Porter, New York*
Cadillac Publishing Co.	*Joe Gans, New York*
Curtis Publishing Co.	
Holiday Magazine	*BBD&O, New York*
Ladies Home Journal	*BBD&O, New York*
Engineering News Report	*Direct, Pittsburgh, Pa.*
Golden Press Inc.	*Wexton, New York*
Harper & Brothers Magazine	
Harper's Magazine	*Joe Gans, New York*
Books	*Joe Gans, New York*
McCall Corp.	
Redbook Magazine	*Shaffer-Brennan-Margulis, St. Louis*
McCall's Magazine	*Shaffer-Brennan-Margulis, St. Louis*
Meredith Publishing Co.	
Better Homes & Gardens	*W. D. Lyons, Cedar Rapids*
Pocket Books Inc.	
Golden Book Atlas	*Wexton, New York*
Golden Book Encyclopedia	*Wexton, New York*
Picture Atlas	*Wexton, New York*
Popular Science Monthly	
Popular Science Magazine	*Schwab, Beatty & Porter, New York*
Prentice-Hall Inc.	*Albert Frank-Guenther Law, New York*
Reader's Digest Assn., Inc.	
Reader's Digest	*Schwab, Beatty & Porter, New York*
Standard Reference Encyclopedia Inc.	*Direct, New York*
Grosset & Dunlap Inc.	
College Scholarship Contest	*Friend-Reiss Adv. Agcy., New York*
Time Inc.	
Life	*Young & Rubicam, New York*
Time	*Joe Gans, New York*
Whitehouse Co.	*Maxwell, Sackheim, New York*

Automobiles

American Motors Corp.	
Rambler	*Geyer, Morey, Madden & Ballard, New York*
Chrysler Corp.	
Chrysler	*BBD&O, New York*
De Soto	*BBD&O, Detroit*
Dodge	*Grant Advertising, Detroit*
Dodge Dealers	*Grant Advertising, Detroit*
Dodge Trucks	*Ross Roy, Detroit*
Imperial	*Young & Rubicam, New York*
Plymouth	*N. W. Ayer & Son, Philadelphia*
Plymouth, Cordaga	*Fuller & Smith & Ross, New York*
Valiant	*BBD&O, Detroit*
Valiant Dealers	*N. W. Ayer & Son, Philadelphia*
Ford Motor Co.	
Comet	*Kenyon & Eckhardt, New York*
	Hixson & Jorgensen, Los Angeles
Comet Dealers	*Kenyon & Eckhardt, New York*
	Hixson & Jorgensen, Los Angeles
English Ford	*Kenyon & Eckhardt, New York*
Falcon	*J. Walter Thompson, New York*
Ford Cars	*J. Walter Thompson, New York*
Ford Dealers	*J. Walter Thompson, New York*
	Los Angeles
	San Francisco
Ford Institutional	*Kenyon & Eckhardt, New York*
Mercury	*Kenyon & Eckhardt, New York*
Tractor & Implement Div.	*Meldrum & Fewsmith, Cleveland*
Fiat Motor Co. Inc.	*Grant Advertising, New York*
General Motors Corp.	
Buick	*McCann-Erickson, New York*
Cadillac	*MacManus, John & Adams, Bloomfield Hills, Mich.*
Chevrolet Cars & Trucks	*Campbell-Ewald, Detroit*
Oldsmobile	*D. P. Brother, Detroit*
Opel	*McCann-Erickson, Detroit*
Pontiac	*MacManus, John & Adams, Bloomfield Hills, Mich.*
Tempest	*MacManus, John & Adams, Bloomfield Hills, Mich.*
Truck & Coach Div.	*McCann-Erickson, New York*
Import Motors Inc.	*Fuller & Smith & Ross, Chicago*
Studebaker-Packard Corp.	
Lark	*D'Arcy, New York*
Toyota Motors	
Toyota	*Advertising Agencies, Studio City, Calif.*

Tobacco Products

American Snuff Co.	
Mild Garrett & Garrett	*Simon & Gwynn, Memphis, Tenn.*
Sweet Snuff	*Simon & Gwynn, Memphis, Tenn.*
Favorites Chewing Tobacco	*Simon & Gwynn, Memphis, Tenn*
American Tobacco Co.	
Hit Parade	*BBD&O, New York*
Lucky Strike	*BBD&O, New York*
Pall Mall	*Sullivan, Stauffer, Colwell & Bayles, New York*
Riviera Menthol	*Sullivan, Stauffer, Colwell & Bayles, New York*
Herbert Tareyton	*L. C. Gumbinner, New York*
Brown & Williamson Tobacco Co.	
Tube Rose Snuff	*Ted Bates, New York*
Consolidated Cigar Inc.	
La Palina	*Compton Adv., New York*
G.H.P. Cigar Co.	
El Producto	*Compton Advertising, New York*
La Palina	*Compton Advertising, New York*
Lovera	*Compton Advertising, New York*
General Cigar Co.	
White Owl	*Young & Rubicam, New York*
George W. Helme Co.	
Helme's Snuff	*Kastor, Hilton, Chesley, Clifford & Atherton, New York*
Larus & Bros. Co.	
Domino Cigarettes	*Cargill, Wilson & Acres, Richmond, Va.*
Holiday Cigars	*Cargill, Wilson & Acres, Richmond, Va.*
Liggett & Myers Tobacco Co.	
Chesterfield	*McCann-Erickson, New York*
Duke	*McCann-Erickson, New York*
L&M	*Dancer-Fitzgerald-Sample, New York*
Oasis	*McCann-Erickson, New York*
Redham Chewing Tobacco	*Dancer-Fitzgerald-Sample, New York*
P. Lorillard Co.	
Kent	*Lennen & Newell, New York*
Newport	*Lennen & Newell, New York*
Old Gold	*Lennen & Newell, New York*
Spring	*Lennen & Newell, New York*
Philip Morris Tobacco Co.	
Marlboro	*Leo Burnett, Chicago*
R. J. Reynolds Tobacco Co.	
Camel	*William Esty, New York*
Winston	*William Esty, New York*
Salem	*William Esty, New York*
Prince Albert Tobacco	*William Esty, New York*
United States Tobacco Co.	
King Sano	*C. J. LaRoche & Co., New York*

Sweets

Charms Co.	
Candy	*Needham & Grohmann, New York*
Fanny Farmer Candies	*Rumrill, Rochester*
Good Humor Ice Cream Corp.	*MacManus, John & Adams, New York*
L. S. Heath & Sons, Inc.	
Heath Toffee Ice Cream Bar	*Biddle Advertising, Bloomington, Ind.*

Walter H. Johnson Candy Co.
Power House Candy — *Hicks & Greist, New York*
National Dairy Products Co.
Breyer Ice Cream Division — *Lewis & Gilman, Philadelphia*
Sealtest Ice Cream (Southern Division) — *Tucker Wayne, Atlanta*
Peter Paul Candies — *Dancer-Fitzgerald-Sample, New York*
Stephan F. Whitman & Son
Whitman Candies — *N. W. Ayer & Son, Philadelphia*
William Wrigley Jr. Co.
Doublemint Gum — *Arthur Meyerhoff, Chicago*
Juicy Fruit Gum — *Arthur Meyerhoff, Chicago*
P. K. Chewing Gum — *Arthur Meyerhoff, Chicago*
Spearmint Gum — *Arthur Meyerhoff, Chicago*

Transportation

Air France — *BBD&O, New York*
Alleghany Airlines — *VanSant, Dugdale, Baltimore*
American Airlines — *Young & Rubicam, New York*
Bekins Moving & Storage Co. — *Frederick E. Baker, Seattle*
Capital Airlines — *Kenyon & Eckhardt, New York*
Continental Airlines — *J. Walter Thompson, Chicago*
Continental Trailways Bus System — *Sanders Advertising, Dallas*
Delta Airlines Inc. — *Adams, Burke Dowling, Atlanta*
Eastern Airlines Inc. — *Fletcher Richards, Calkins & Holden, New York*
Greyhound Bus Corp. — *Grey Advertising, New York*
Hertz Rent-A-Car — *Norman, Craig & Kummell, New York*
K. L. M. Royal Dutch Airlines — *Erwin Wasey, Ruthrauff & Ryan, New York*
Matson Navigation Co. — *Fuller & Smith & Ross, San Francisco*
National Airlines — *McCann-Marschalk, Miami*
North American Van Lines Inc. — *Biddle Advertising, Chicago*
Northeast Airlines — *J. Walter Thompson, New York*
Northwest Orient Airlines — *Campbell-Mithun, Minneapolis*
Pan American Airlines — *J. Walter Thompson, New York*
Piedmont Airlines — *Liller, Neal, Battle & Lindsey, Atlanta*
Scandinavian Airlines System Inc. — *Adams & Keyes, New York*
Trans World Airlines Inc. — *Foote, Cone & Belding, New York*
United Airlines Inc. — *N. W. Ayer & Son, Philadelphia*
United Fruit Co. — *Wendell P. Colton, New York*
Western Airlines — *BBD&O, Los Angeles*

Pet Foods

Armour & Co.
Dash Dog Food — *Foote, Cone & Belding, New York*
Calo Pet Foods — *Foote, Cone & Belding, San Francisco*
Corn Products Co.
Kasco Dog Food — *Donahue & Coe, New York*
Doyle Packing Co.
Strongheart Dog Food — *Geyer, Morey, Madden & Ballard, New York*
General Mills Inc.
Sure Champ Dog Food — *Tatham-Laird, Chicago*
Lewis Food Company
Dr. Ross Dog Food — *Rockett-Lauritzen, Los Angeles*
John Morrell & Co.
Red Heart Dog Food — *John W. Shaw Advertising, Chicago*
Rival Packing Co.
Rival Dog Food — *Needham, Louis & Brorby, Chicago*
Swift & Co.
Pard Dog Food — *Dancer-Fitzgerald-Sample, Chicago*
Standard Brands Inc.
Hunt Club Dog Food — *Ted Bates, New York*
Van Camp Sea Food Co.
Captain Kitt Dog Food — *Cunningham & Walsh, Los Angeles*

Chemicals

Allied Chemical Co.
Nitrogen Div. — *Albert Sidney Noble, New York*
Carbona Chemical Co. — *Wildrick & Miller, New York*
Dow Chemical Co. — *MacManus, John & Adams, Bloomfield Hills, Mich.*
E. I. duPont de Nemours & Co.
Thylate-Fermate — *BBD&O, New York*
Hercules Powder Co.
Toxaphine — *Fuller & Smith & Ross, New York*
International Minerals & Chemical Corp. — *Klau-Van Pietersom-Dunlap, Milwaukee*
Monsanto Chemical Co.
Polyethylene Film — *Needham, Louis & Brorby, Chicago*
Charles Pfizer Inc. — *Leo Burnett, Chicago*
Sohio Chemical So. — *Klaus-Van Pietersom-Dunlap, Milwaukee*
Velsicol Chemical Co. — *Sander Allen, Chicago*

Apparel and Clothes

Bond Stores Inc.
Bond Clothes — *Wade Advertising, Hollywood*
E. I. du Pont de Nemours & Co.
Du Pont Women's Wear — *BBD&O, New York*
Robert Hall Clothes — *Arkwright Advertising, New York*
Howard Stores Corp.
Howard Clothes — *Mogul, Williams & Saylor, New York*
International Shoe Co. — *Krupnick & Assoc., St. Louis*
Kayser-Roth Hosiery Co.
Supp-Hose — *Daniel & Charles, New York*
G. R. Kinney Corp.
Kinney Shoes — *Frank B. Sawdon, New York*
Melville Shoe Corp.
Thom McAn Shoes — *Doyle Dane Bernbach, New York*
National Shoe Stores Inc.
National Shoes — *Mogul, Williams & Saylor, New York*
Dr. Scholl's Foot Comfort Shops Inc. — Direct, *Chicago*

Organizations

American Dairy Assoc. — *Campbell-Mithun, Chicago*
American Lamb Producers Council — *Potts-Woodbury, Kansas City, Mo.*
American Association of Retired People — *Maxwell Sackheim-Franklin Bruck, New York*
Democratic National Committee — *Guild, Bascom & Bonfigli, New York*
Gasoline Tax Education Committee — *Sullivan, Stauffer, Colwell & Bayles, New York*
Indiana Committee for John Kennedy for President — *Smalley & Smith, Hollywood*
New York & New England Apple Inst. — *Charles W. Hoyt, New York*
Oregon-Washington Pear Bureau — *Pacific National Adv., Portland, Ore.*
Texas State Optical — *Erwin Wasey, Ruthrauff & Ryan, Houston*
United Auto Workers (A.F.L., C.I.O.) — *Maurer, Schuebel & Fleisher, New York*



Voice of China & Asia Inc. — *Tom Westwood Adv., Glendale, Calif.*
Washington State Apple Commission — *Cole & Weber, Seattle*
Watchmakers of Switzerland — *Cunningham & Walsh, New York*

Accessories

Anderson Co.
Windshield Wipers — *Reincke, Meyer & Finn, Chicago*
A R A
Auto Air Conditioner — *Sanders, Dallas*
Champion Spark Plug Co. — *J. Walter Thompson, New York*
Dow Chemical Co.
Dowgard — *MacManus, John & Adams, Bloomfield Hills, Mich.*
E. I. du Pont de Nemours & Co. Inc.
Du Pont Anti-Freeze (Telar) — *BBD&O, New York*
Electric Storage Battery Co.
Ray-O-Vac Batteries — *Howard H. Monk, Rockford, Ill.*
Firestone Tire & Rubber Co. — *Sweeney & James, Cleveland*
Ford Parts & Service — *J. Walter Thompson, New York*
General Motors Corp.
A. C. Spark Plug — *D. P. Brother, Detroit*
Delco Batteries — *Campbell-Ewald, Detroit*
Fisher Body Div. — *Kudner, New York*
Guardian Maintenance — *D. P. Brother, Detroit*
G. M. A. C. — *Campbell-Ewald, New York*
Rayco Mfg. Co. — *Mogul, Williams & Saylor, New York*
Union Carbide Co.
Prestone — *William Esty, New York*
Eveready — *William Esty, New York*

Wines

DeGiorgio Co.
Santa Fe Wines — *Cole, Fischer & Rogow, New York*
E & J Gallo Winery
Gallo Wine — *BBD&O, New York, San Francisco*
Thunderbird Wine — *BBD&O, New York*
Guild Wine Co. — *Compton Adv., San Francisco*
Monarch Wine Co.
Manischewitz Wine — *Lawrence C. Gumbinner, New York*
United Vinters Inc.
Italian Swiss Colony Wine — *Honig-Cooper, Harrington & Miner, San Francisco*
Arriba Wine — *Honig-Cooper, Harrington & Miner, San Francisco*

Miscellaneous

Aluminum Corp. of America
Chip N' Digs Mfgs. — *Fuller & Smith & Ross, Pittsburgh*
Allied Mills Inc. — *Western Advertising, Chicago*
American Cyanamid Inc.
Malathion — *Cunningham & Walsh, New York*
American Laundry Machine Co.
Econ-O-Wash — *Farson, Huff and Northlich, Cincinnati*
American Machinery
Pac Rite Canning Equipment — *Harris D. McKinney, Philadelphia*
American Motors Corp.
Kelvinator Div.—Ranges — *Geyer, Morey, Madden & Ballard, Detroit*
Armco Steel Corp.
Sheffield Div. — *N. W. Ayer & Son, Washington*
Beam Products — *Long-Skoll-Zuercher, Milwaukee*
Boeing Airplane Co. — *Fred Baker, Seattle*
Walter N. Boysen Co.
Boysen Paints — *Reinhardt Advertising, Oakland, Calif.*
Brunswick-Balke-Collender
Bowling & Billiard Div. — *McCann-Erickson, Chicago*
Buena Vista Distributing Co. — *Monroe Greenthal, New York*
Bulova Watch Co. — *McCann-Erickson, New York*
Cannon Mills Inc. — *N. W. Ayer & Son, Philadelphia*
California McGulloch Co. — *Merlo Advertising, Los Angeles*
J. I. Case — *Western Advertising, Racine, Wisc.*
Colonial Stores Inc. — *Liller, Neal, Battle & Lindsey, Atlanta*
Columbia Pictures — *Donahue & Coe, New York*
Cook & Dunn Paint Corp. — *The Pam Institute, Newark, N. J.*
Del Air Photo Service — *Lavenson Bureau, Philadelphia*
Diamond Match Corp.
Need Heet Charcoal Briquets — *Gardner Advertising, New York*
Dictograph Products Inc.
Acousticon Division—Hearing Aids — *Wexton, New York*
E. I. du Pont de Nemours Co. — *BBD&O, New York*
Flex-O-Glass Inc. — *Presba, Fellers & Presba, Chicago*
Florists' Telegraph Delivery Assn. — *Keyes, Madden & Jones, Chicago*
Fort Howard Paper Company — *Clinton E. Frank, Chicago*
General Electric Corp.
G. E. Lamps — *BBD&O, Cleveland*
G. E. TV Picture Tubes — *Maxon, New York*
Glidden Paint Co. — *Meldrum & Fewsmith, Cleveland*
Grand Union Supermarket — *Kastor, Hilton, Chesley, Clifford & Atherton, New York*
Granite City Steel Co. — *Gardner Advertising, St. Louis*
Gulton Industries
Life Lite Flashlights — *W. B. Doner, New York*
Hupp Corporation
Gibson Refrigerators — *Creative Group, Appleton, Wisc.*
Hamilton Watch Co. — *N. W. Ayer & Son, Philadelphia*
Hotel Corp. of America — *Chirug & Cairns, New York*
Jacobsen Power Mowers — *Aves, Shaw & Ring, New York*
Illinois University Bond Issue — *Erwin Wasey, Ruthrauff & Ryan, Chicago*
Kaiser Aluminum Corp. — *Young & Rubicam, San Francisco*
Kerr Glass Mfg. Co.
Home Canning Products — *Honig-Cooper & Harrington, Los Angeles*
Keystone Steel & Wire Co. — *Fuller & Smith & Ross, San Francisco*
Loew's Theatres — *Donahue & Coe, New York*
Marcall Paper Mills, Inc. — *Riedl & Freede, Clifton, N. J.*
Minnesota Mining & Mfg. Co.
Scotch Brite — *BBD&O, Minneapolis*
Moto-Mowers Inc. — *Ken Seitz & Assoc., Milwaukee*
Murray Corp. of America—Eljer Div.
Plumbing Equipment — *Fuller & Smith & Ross, Pittsburgh*
Nash-Kelvinator — *Geyer, Morey, Madden & Ballard, New York*
National Carbon Co. — *William Esty, New York*
National Home Study School
Correspondence Courses — *William Warren, Jackson & Delaney, New York*
New York State Republicans — *McCann-Marschalk, New York*
Paramount Pictures — *Direct, New York*
Parker Bros. Inc.
Games — *Badger, Browning & Parcher, Boston*
Pittsburgh Plate Glass Co.
Pittsburgh Paints — *Maxon, Detroit*
Ogla Coal Co. — *Bayless-Kerr, Cleveland*
R.C.A. Society of Great Music — *Schwab, Beatty & Porter, New York*
Remington Rand
Chain Saws — *BBD&O, New York*
Royal McBee Corp.
Royal Typewriters — *Young & Rubicam, New York*
S & H Green Stamps — *Sullivan, Stauffer, Colwell & Bayles, New York*
Sandura Co. Inc.
Sandran Floor Covering — *Hicks & Greist, New York*
Scot Foto Co. — *Gramercy Advertising, New York*
Scott Outboard Motor Co. — *Campbell-Mithun, Minneapolis*
Scott Paper Co.
Cut-Rite — *J. Walter Thompson, New York*
Standard Packing Co.
Fonda Container Div. — *Smith, Hagel & Knudsen, New York*
Stewart Warner Corp. — *MacFarland, Aveyard, Chicago*
H. S. Stuttman Inc.—Cookindex Div.
Colorfoto Recipe Cards — *Joe Gans, New York*
Sylvania Home Electronics — *Kudner Agency, New York*
Top Value Enterprises Inc. — *Campbell-Mithun, Minneapolis*
Twentieth-Century Fox Film Corp.
"Esther And The King" — *Direct, New York*
"Sons and Lovers" — *Direct, New York*
United Artists Corp.
"The Fugitive Kind" — *Direct, New York*
"The Unforgiven" — *Direct, New York*
United States Steel Corp.
Tennessee Iron & Coal Div. — *BBD&O, New York*
Union Carbide Corp.
CRAG Sevin — *Albert Sidney Noble, New York*
Universal-International — *Charles Schlaifer, New York*
Wander Co. — *Clinton E. Frank, Chicago*
Waring Products Corp.
Guardaire Air Purifiers — *Maxwell Sackheim-Franklin Bruck Inc., New York*
Warner Bros. Co.
"Sunrise at Campobello" — *Blaine-Thompson, New York*
Warp Brothers Co.
Flexo-Glass — *Presba, Fellers & Presba, Chicago*
Westinghouse Electric Corp.
Westinghouse Radios — *Grey Advertising, New York*

Somebody went network and stayed local

"Somebody" like WJQS in Jackson, Miss., a station that had a wallet-stuffing boost in business of 100% since they became a Mutual affiliate. As Lew Heilbroner, General Manager, puts it: "We did not know what we were missing before we signed with Mutual. WJQS now does more local business than any other station in Jackson." There's money for YOU in a Mutual Radio Network affiliation. Mutual gives you the most and requires the least. Mutual gives you 12 hours of news weekly to sell locally—Mutual asks 12 hours of local time for their use. Your station has the Mutual advantage, too—the prestige of world-wide network news, plus sports and music. And you are still free to do your own profitable local programming—personalities, features, immediate area coverage. Go network—stay local—that's the Mutual success story.



MUTUAL
RADIO NETWORK

A Service to Independent Stations
Subsidiary of
Minnesota Mining
and Manufacturing
Company

3M COMPANY

PART II— Network Advertisers

The following information on 1960 clients is reported by each network.

CBS

1960 Clients

AFL-CIO Textile Workers Union of America, AP Parts Corp., Aluminum Co. of America, Amana Refrigeration Inc., American Express Co., American Laundry Machinery Co. (Small Equipment Div.), American Molasses Co., American Oil Co., American Telephone & Telegraph Co., P. Ballantine & Sons, Ben-Mont Papers Inc., The Borden Co., Brigade Record Co., Bristol-Myers Co., CBS Electronics (Div. of Columbia Broadcasting System Inc.), Calgon Co., California Packing Corp., Campana Sales Co., Campbell Soup Co., Chrysler Corp., Clairol Inc. (Div. of Bristol-Myers Co.), Coats & Clark's Sales Corp., Cowles Magazines Inc., Curtis Circulation Co., Helene Curtis Industries Inc., Dumas-Milner Corp., Elgin National Watch Co., Ex-Lax Inc., Fels & Co., Foster-Milburn Co., Fram Corp., R. T. French Co., The Frito Co., General Cigar Co., General Electric Co. (Large Lamps Div.), General Foods Corp., General Mills Inc., General Motors Corp. (Chevrolet), General Motors Corp. (Oldsmobile), General Motors Corp. (Service), Grove Laboratories Inc. (Div. of Bristol-Myers Co.), Hartz Mountain Products Corp., Hearst Publications, Kellogg Co., Kitchens of Sara Lee, Liggett & Myers Tobacco Co., Longines-Wittnauer Watch Co., Magnus Organ Corp., Maico Electronics Inc., Maremont Automotie Products Inc., McCall Corp., Mennen Co., Mentholatum Co., Meredith Publishing Co., Philip Morris Inc., Mutual Benefit Health & Accident Assoc., Nationwide Insurance Co., Niagara Therapy Mfg. Co., Norcross Inc., Northam Warren Corp., Pepsi-Cola Co., Peter Paul Inc., Pittsburgh Plate Glass Co., Puritron Corp., Real-Kill Co. (Div. of Cook Chemical Co.), R. J. Reynolds Tobacco Co., Thomas D. Richardson Co., Sandura Co., Joseph Schlitz Brewing Co., Scholl Mfg. Co., Scott Paper Co., Sea-Breeze Laboratories Inc., Seven-Up Co., Squirt Co., A. E. Staley Mfg. Co., Standard Brands Inc., Sterling Drug Inc., Stewart-Warner Corp. (Alemite), Studebaker-Packard Corp., Sweets Co. of America Inc., Sylvania Electric Products Inc. (Electronic Tubes Div., Lighting Div., Photolamp Div.), Tetley Tea Co., Texaco Inc., Time Inc., Travelers Insurance Co., Turtle Wax Inc., Tyrex Inc., William Underwood Co., United States Plywood Corp., Vitamin Specialties Corp., Warner-Lambert Pharmaceutical Co., Welch Grape Juice Co., Westinghouse Electric Corp., Whitehall Laboratories Inc., William Wrigley Jr. Co.

NBC

1960 Clients

Academy of Motion Picture Arts & Sciences, A.F.L.-C.I.O., A.L.D. Inc., Allis-Chalmers, Aluminum Co. of America, American Motors, American Telephone & Telegraph Co. (Long Lines Div.), Anderson Co., Associated Products (5 Day Labs), Bankers Life & Casualty Co., Billy Graham Evangelistic Assoc., Bowes Seal Fast Corp., Champion Spark Plug Co., Chapstick Co., Christian Reformed Church, Chrysler Corp., Curtis Circulation, DuPont de Nemours Co., El Producto Cigars, Electric Autolite Co., Evangelical Foundation, Ex-Lax Inc., Fedders Corp., Formica Corp., Foster-Milburn, R. T. French Co., Frito Co., Gabriel Co., General Mills Co., General Insurance Co., General Motors Corp. (Buick), General Motors Corp. (Chevrolet), General Motors Corp. (Fisher Body), General Motors Corp. (Oldsmobile), General Motors Corp. (Service), General Motors Corp. (Truck & Coach Div.), Gillette Safety Razor Co., Greyhound Corp., Grove Laboratories, Hamilton Beach, Hazel Bishop, Hess & Clark, Hollingshead Corp., Hygrade Food Products, I. J. Grass Noodle Co., ILGWU Committee, S. C. Johnson, Johnson Motors, Kiplinger, Lewis Howe, Lever Brothers (Pepsodent), Liggett & Myers (Tobacco Co.), Lockheed Aircraft Corp. (Missile Div.), Longines-Wittnauer Watch Co., Lutheran Laymen's League, Mack Trucks Inc., McCall Corp., McCulloch Chain Saws, McGregor-Doniger, Mennen Co., Metro-Goldwyn-Mayer, Metropolitan Life Insurance Co., Midas Muffler, Minneapolis-Honeywell Regulator Co., Mogen David, Morton Salt Co., Mutual of Omaha, Pepsi-Cola Co., PurOlator Co., Quaker Oats Co., Radio Corp. of America, Raybestos Div. of Raybestos-Manhattan Inc., Reader's Digest, Renault Inc., R. J. Reynolds Tobacco Co., Savings & Loan Foundation, Scott Paper Co., Sinclair Refining Co., Socony Mobile Oil Co., Standard Brands Inc., Sterling Drug Inc., Sun Oil Co., Sunsweet Growers Inc., Sylvania Electric Products Inc., Textile Mills Co., Time Inc., Tipon Corp., Turtle Wax-Plastone Co., Tyrex Inc., Union Carbide Chemicals Co., United Insurance Co. of America, Vick Chemical Co., Voice of Prophecy Inc., Wagner Electric Corp., William R. Wrigley Jr. Co.

ABC

1960 Clients

Apple Valley Development (real estate), All Purpose Gelatin Products (gelatin capsules), AFL-CIO, American Home Products-Whitehall Products (Dristan), Assemblies of God, American Laundry Machine Co.-Small Equipment Company Div. (coin operated laundries), American Telephone & Telegraph (long distance telephone service), A.L.D. Inc. (Westinghouse Laundromat Stores), Bankers' Life & Casualty (White Cross Hospital Plan), Billy Graham Evangelistic Assoc., E. L. Bruce & Co. (cleaning wax and floor wax), Bristol-Myers Co. (Vitalis, Trig, Bufferin), Burma-Vita Co. (Burma-Shave), Curtis Publishing Co. (Ladies' Home Journal and Saturday Evening Post), Chrysler Corp. (Chrysler performance in Economy Run), Dr.

Pepper, Dow Chemical (Saran Wrap), Esquire Inc. (Coronet), Ex-Lax Inc., Exquisite Form Brassiere Inc., Fiat Motor Co., Foster-Milburn (Doan's Pills), R. T. French Co. (Worcestershire Sauce), Frigikar Corp. (Air conditioners for cars and trucks), Frito Co. (Frito Corn Chips), General Foods-Perkins Div. (Kool-Aid, D-Zerta), General Mills (Cheerios), General Motors (Cadillac), General Motors (Guardian Maintenance), General Motors (Oldsmobile), General Motors (Pontiac), General Nutrition (vitamin catalog), Gospel Broadcast Assoc., Grey-Rock Div. of Raybestos-Manhattan (brake linings), Grosset & Dunlap (books), Hastings Mfg. Co. (Castite oil additive), Highland Church of Christ, Hudson Vitamins, International Milling Co. (Robin Hood Flour), ILGWU (political speech), Johnson Motors-Div. of Outboard Marine, Kiplinger Washington Editors (Changing Times), KVP (freezer and wrapping paper), Lewis Howe Co. (NR Tablets), Levolor Lorentzen Inc. (venetian blinds), Lindsay Co. (water softeners), Magla Products (silicone ironing board cover), Martin Co. (institutional), Mc Call Corp. (April issue, McCall's), Mennen Co. (deodorant, skin bracer, shaving cream), National LP — Gas Council (bottled gas), Oral Roberts Evangelistic Assoc. Inc., Parker Pen Co., Pepsi-Cola, Pharmaco Inc. (Feen-a-mint, Chooz), Pfaff American Sales Corp. (sewing machines), Profit Research (books), Philco Corp., Peter Paul Inc. (Mounds, Almond Joy), Peelers Co. (canned shrimp products), Plantabbs Corp., Radio Bible Class, R. J. Reynolds (Camel and Winston), F&M Schaefer Brewing Co., Scholl Mfg. Co. (Zino Pads), Sofskin Inc., Standard Labs Inc. (Sloan's Liniment), Swanson Cookie Co. (Archway Cookies), Standard & Poor's, Standard Oil of Indiana, Standard Brands Inc. (Chase & Sanborn), Sylvania Electric Products (flash bulbs), Tara 5th Avenue (jewelry), Tan-O-Rama Inc. (tanning lotion), Union Carbide (6-12 Insect Repellent), Vick Chemical Co. (Vicks Vapo-Rub), Voice of Prophecy, Vitamin Corp. of America (Rybutol), World Vision Inc., Dr. Thomas Wyatt, Winegard Co. (tv antenna), Woolite Inc. (Woolite soap).

MUTUAL

1960 Clients

A.L.D. Inc. (Westinghouse Laundromat Stores), America's Future Inc., American Assoc. of Retired Persons, American Machine & Foundry Co. (Pinspotter Div.), American Telephone & Telegraph (Long Lines Div.), Beltone Hearing Aid Co., Cadie Chemical Products Inc. (Glasskleer), Carter Products Inc. (drug products), Champion Spark Plug Co., Christian Herald Magazine, Christian Reformed Church, Chrysler Corp., Curtis Publications, Church & Dwight Inc. (baking soda), d-Con Co. (anti-pest products), Dawn Bible Students Assoc., Denver Chemcial Co., Dictograph Products Inc. (Acousticon Div.), Ex-Lax Inc., F&F Laboratories (cough drops), First Church of Christ, Scientist, Fram Corp. (oil and air filters), R. T. French Co., General Foods Corp. (various Jello products), General Foods Corp. (other dessert products), General Mills Inc. (Wheaties), Billy Graham Evangelical Assoc., Highland Church of Christ, Hudson Vitamin Corp., H. D. Lee Corp. (overalls), Revere Camera Co., Lever Brothers Inc. (Pepsodent products), Lewis Food Co. (pet foods), Liggett & Myers Tobacco Co. (L&M), Liggett & Myers Tobacco Co. (Oasis), Lutheran Laymen's League, Mennen Co., Minnesota Mining & Mfg. Co. (household tape products), Mohawk Business Machines Corp. (portable dictating machines), Monroe Automotive Equipment Co. (shock absorbers), National Brewing Co., Norwich Pharmacal Co. (Unguentine), Nylonet Corp. (foot lotion), Outdoor Life Magazine, Pepsi-Cola Inc., Pharmaco Inc., Popular Science Magazine, R. J. Reynolds Tobacco Co., Radio Bible Class, Scott Paper Co., Sinclair Refining Co., Standard Brands Inc. (Chase & Sanborn), Sterling Drug Co., Voice of Prophecy, Walker Marketing Corp. (automotive products), Watchmakers of Switzerland, Wings of Healing, Word of Life.

KEYSTONE

1960 Clients

Albers Milling Co. (Friskies), American Cyanamid Co. (Aureomycin Cattle Feed), American Motors Corp. (Rambler), American Tobacco Co. (Hit Parade), American Tobacco Co. (Lucky Strike), American Tobacco Co. (Pall Mall), Arizona Brewing Co. (A-1 Beer), Associated Sepian Products (Sulphur 8, Swamp Root and Skin Success), Carnation Co. (Evaporated Milk, Instant Milk and Instant Choc. Milk), Chattanooga Medicine Co. (Black Draught), Chilean Nitrate Education Bureau (Fertilizer), Continental Baking Co., Chrysler Corp. (Dodge), Chrysler Corp. (DeSoto), Democratic National Committee, Dow Chemical Co. (Zoamix Cattle feed additive), Ford Motor Co. (Lincoln-Mercury), Ford Motor Co.. (Ford Trucks & Cars), Ford Motor Co. (Tractors & Farm Implements), General Foods Corp. (Sure Jell and Certo), General Foods Corp. (Post cereal), General Foods Corp. (Calumet Baking Powder), General Mills Inc. (Cheerios), General Mills Inc. (PurAsnow Flour and Red Brand Flour), General Motors Corp. (AC Spark Plug), General Motors Corp. (Oldsmobile), General Motors Corp. (Cadillac), General Motors Corp. (Pontiac), General Motors Corp. (Chevrolet), Gospel Broadcasting Assoc., Junket Brand Foods, Lever Bros. (Breeze), Lever Bros. (Silver Dust), Liggett & Myers Tobacco Co. (L&M and Picayune), Lipton Tea, Lydia E. Pinkham Medicine Co., Massey-Ferguson Inc. (farm machinery), McCulloch Motors (chain saws), Miles Laboratories Inc. (Alka-Seltzer), Myzon Co. (Super Iron Plus), National Carbon Co. (Eveready batteries and Prestone Anti-Freeze), Nehi Beverage Co., Northeast Airlines Inc., Pepsi-Cola Co., Pet Milk Co. (Evaporated milk, Instant milk, and Pet Ritz frozen pies), Pierce's Proprietaries Inc., Pillsbury Co. (feeds), Procter & Gamble Co. (Tide), Rexall Drug Co. (One Cent Sale), R. J. Reynolds Tobacco Co. (Camel, Winston and Salem), Shell Chemical Corp. (Endrin), Shell Oil Co., Sinclair Refining Co., Star Import Co. (clocks), Sterling Drug Inc. (Bayer Aspirin and Phillip's Milk of Magnesia), Studebaker-Packard Corp. (Lark), Vick Chemical Co. (Va-tro-nol), Voice of Prophecy Inc., Warner-Lambert Pharmaceutical Co. (Bromo-Seltzer), Wirthmore Feeds Inc.

PART III — Radio Advertiser Strategies

These National and Regional Spot and Network case histories are condensed from in-depth articles which appeared in U.S. RADIO and U.S. FM in 1960.

1

Air France

Agency: BBDO Inc., New York

Marketing Objective: *To introduce the airline's first regularly scheduled transatlantic jet service.*

Radio Solution: *Double previous expenditures in radio, coupled with revamped radio strategy.*

(Digested from U.S. RADIO, January 1960, p. 35)

EARLY in 1960, Air France embarked on one of the most extensive advertising campaigns in its 40-year history—a campaign precision-tooled to power the inauguration of the airline's regularly scheduled transatlantic jet service. The company's budget for 1960 continued to provide, with substantial increases—for radio support in 10 major markets across the country.

What was new for the sound medium was the doubling of its dollar share of the budget in the last two to three years, according to Paul Burrows, advertising manager for the firm's North American division, which has headquarters in New York.

With this increase, Air France and its American agency, BBDO Inc., New York, revamped their entire radio strategy, changing over from sponsored good music programming to spot announcements in all its markets.

"While we are still primarily on good music stations," Mr. Burrows said, "the switch from program to spot seemed to be in keeping for several reasons with the airline's major move from conventional engines to jets.

"We felt that a jolt in our radio maneuvers, which had remained largely unchanged for eight or nine years, would make our listening public sit up and take notice. We needed a new method to announce a new product.

Both the airline and agency were convinced that spot commercials could hit harder and generate greater immediate impact than institutional announcements between musical selections by a good emcee.

One factor in Air France's operations which had not changed was its cooperative relationship with the French Government Tourist Bureau, New York, with whom the airline co-sponsors all radio activities.

The tourist bureau and the airline shared 17 one-minute spots a week over WQXR in the New York market. Each organization got eight spots one week and nine the next. In the other nine radio markets each company got three announcements per week. Neither sponsor referred to the other in its commercials—the only connection from the public's viewpoint being the subject matter —France.

Aim For Family

The spots were aired primarily during the evening hours, aimed at reaching the entire family when it was most likely to be together.

"Both men and women are important to us," said Mr. Burrows, "because while the husband pays for the tickets, the wife can influence the choice of air carrier.

"We stick to good music stations for the obvious reason that we are selling a luxury product and we feel our best market is among the financial and cultural upper brackets. Our theory is that a family must have both the means to use our service and the desire to see faraway places."

In addition to New York, Air France and the tourist bureau aired regular schedules in Los Angeles, San Francisco, Philadelphia, St. Louis, Baltimore, Boston, Chicago, Washington, D. C. and Miami.

The regular schedules in these cities were often supplemented with extra spot buys to advertise special travel features. For example, when the airline introduced its "Parisian Holiday" package tour in September, a seven-week campaign of additional spots was purchased on each station carrying the regular campaign. And in New York, the airline bought 26-week schedules on two stations beside the seven-week flight added to its regular station.

To stimulate interest in worldwide travel in general the airline's commercials emphasized the comfort of flying via Air France and the French atmosphere on the planes. This was in addition to the publicity given in each market to the new jet service.

The major copy points included: Largest and most dependable airline, jet speed, excellence of cuisine, interior comfort and Parisian decor, fares, schedules and addresses of district offices in each city for inquiries.

Air France, whose total revenue, according to Mr. Burrows, increased by 32 percent in 1959 over 1958, anticipated great growth in the American market as the result of its jet services.

"With seating capacity of our jet aircraft almost double that of conventional planes, and with the support of our advertising, it won't be long," Mr. Burrows declared, "before Air France makes a few new records in passengers carried and in revenue received." • • •

2

Bulova Watch Co. Inc.

Agency: McCann-Erickson Advertising (U.S.A.)

Product: Watches

Marketing Objective: *To reach a mass audience with heavy impact only at certain specified times of the year.*

Radio Solution: *Heavy use of spot radio during gift-giving occasions.*

(Digested from U.S. RADIO, August 1960, p. 28)

LAST April 1, after 11 years off the soundwaves, the Bulova Watch Co. returned to a spot radio schedule in 25 markets, reminiscent of the B-U-L-O-V-A time announcements introduced to radio in the 1920's.

Tad Jeffery, vice president of advertising for Bulova, said, "Radio spot announcements enable the company to concentrate its advertising messages around major gift-giving occasions—in conjunction with print advertising during those periods."

Bill Frame, print/broadcast media supervisor at McCann-Erickson Advertising (U.S.A.), Bulova's agency, explained what Bulova wanted. "We were interested in reaching as many people as possible as often as possible. For this purpose, we scheduled 10-second ID's on a six-day basis with heavy emphasis on morning and evening traffic hours. These reached a total of up to 50 announcements per week in many markets."

Although Bulova had not used its famous time signal for 11 years, the agency found that people remembered the spot, and many thought it was still on the air.

"The relationship between the time signals and Bulova was a natural one, and one which had been established over a long period of time in radio's early years," stated William Fricke, associate media director who supervised media strategy for Bulova. "To take advantage of this situation, we decided to go back into radio last spring."

To insure the most efficient schedule, the agency in mid-March interviewed representatives from all markets involved, according to timebuyer Phil Stumbo. "In order to facilitate the purchase of time, we prepared individual forms, with information on the time and length of the campaign, frequencies we were considering and requests for availabilities and costs. These were sent to about 50 firms representing about 250 stations. With the forms went a letter explaining what we were looking for. The representatives, in turn, sent them on to the stations where they were filled out and returned.

Market Data

"We then set up appointments for the representatives to met with us concerning each market in which they had a station. We found that as a result of this procedure, we were well informed on what the stations had to say, and the representatives were satisfied that they had had the chance to give us all the information they felt necessary.

"We were quite satisfied with results," Mr. Stumbo continues. "And since then, one of the agency's other big radio advertisers has begun to use similar forms to obtain timebuying information."

Bulova aims for the mass market, explained Mr. Fricke, and radio meant that the client had the ability to saturate 25 markets across the country within a limited budget, at specific periods during the year. Since the greatest number of watch sales are made at those times of the year which are considered gift-giving occasions, the company wanted advertising which would provide the greatest impact at those times.

As for budget, it is estimated that Bulova's total allocation for radio in 1960 was $451,000. (Fiscal 1960 ends in March, 1961.) No funds were set aside for television advertising during needed for high quality jeweled medium used by Bulova in conjunction with radio.

"Eleven years ago, we moved into spot television," says Mr. Jeffery. At present, however, Bulova finds the tight market a difficult one in which to obtain the type of television selling needed for high quality jeweled watches and other products. • • •



3

Champion Spark Plug Co.

Agency: J. Walter Thompson Inc., Detroit

Product: Spark plugs

Marketing Objective: *To turn 'image-building' advertising into dollars at point-of-purchase.*

Radio Solution: *Spot and network radio saturation at peak selling seasons.*

(Digested from U.S. RADIO, June 1960, p. 30)

RADIO was the spark that set off buying action for the Champion Spark Plug Company. At peak selling seasons, when it's time to turn advertising into sales, the company takes aim at the automotive market and hits the buyer right in his car. In 1960, Champion spent in excess of $400,000 in the sound medium.

The radio schedule consisted of two flights, each of six to seven weeks duration, beginning in the early spring and fall, the peak sales periods. The spot schedule covered 130 stations in about 40 markets.

In addition, 25 percent of the radio budget was allocated to network buys on NBC and MBS.

Distribution Pattern

"The reasoning behind the spot-network combination was based on Champion's distribution pattern," explained Warren Kruger, associate media director at the Champion agency, J. Walter Thompson Inc., Detroit. "There are two markets toward which the radio advertising must be geared. One is the car owners, whom we reach through the more than 40 million radio-equipped automobiles now in operation. The other is made up of the 350,000 outlets that sell spark plugs to motorists," he continued.

"Champion had two objectives in its overall advertising effort," explained Richard Kudner, account representative. "One was to build the image of the Champion product and name to the public. Our extensive magazine program, carried on throughout the year, was intended to serve this purpose. The other objective was to spur car owners to action. For this we used radio tied in with point-of-sale, and supplemented by special magazine advertising."

Champion began using spot radio in 1958. During the past three campaigns, the use of the radio budget has been varied in order to take full advantage of the medium's flexibility, according to Mr. Kruger. "In 1958, we used radio for 39 weeks in about 37 markets. In 1959, the number of markets was increased to 49 and the campaign was scheduled in two flights, one in the spring and one in the fall, for a total of 17 weeks. The new element in the 1960 campaign was the networks," said Mr. Kruger.

Robert Gorby, Champion time-buyer in the agency's New York office, explained how the radio mix worked. "Spot radio alone did not seem to convey the impression of national advertising support to the dealers. On the other hand, dealers were impressed by the fact that we advertised on two national networks.

"Even more important, besides the prestige of a network buy, we were able to insure national coverage for the campaign. The two networks covered at least 95 percent of the country.

"As for the spot schedule, it gave us added weight in major markets, and provided flexibility in both time and markets. We prefered commercials aired during traffic time. Because of the time differentials and local options, we couldn't always arrange this with the networks.

"Spot also gave us the freedom to choose the station we wanted in any market," Mr. Gorby continued. "Our objective, of course, was to find the station which would give us our most efficient buy. In some markets we purchased spot announcements on stations already covered by our network schedule, because those stations also did the strongest local selling jobs.

Bought Packages

"To provide greater efficiency, the company also bought some weekly package plans," Mr. Gorby added. "Among the packages bought were helicopter reports in traffic times and sports capsules."

Champion employed extensive merchandising efforts that tied in with the national campaign. "The radio strategy was an integral part of the merchandising plan," according to Mr. Kruger. "With radio reinforcing the impact of our point-of-purchase material, we can provide an excellent link between Champion's leadership image at the national level and the product as it was sold at the local level." • • •

Acceptance of **WSB radio proves**... a radio station **CAN** please its audience, serve the community, satisfy sponsors and still maintain dominance in its market!



"WHITE COLUMNS," *The home of WSB radio, Atlanta*

For 38 years WSB Radio has been the overwhelming favorite of Georgia listeners. The latest Nielsen Station Index (July-August) for Atlanta shows WSB led in 213 of 216 rated quarter-hours. This is a direct result of WSB's imaginative programming devoted to the public interest. Melodic tunes and fanciful games are combined with coverage of community activities and programs devoted to farming, religion and news. Get the most out of your promotional dollars in Atlanta by advertising on WSB Radio. A member of the Quality Radio Group, Inc.

WSB radio

"The Voice of the South"

ATLANTA

Represented by

Edward Petry & Co., Inc

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

4

d-Con Co.

Agency: Thompson-Koch Inc., New York
Product: Rodenticides
Marketing Objective: *To reach a specialized audience in farm areas at certain times of the year.*
Radio Solution: *Selection of farm radio as the major medium in promoting d-Con's rodenticide.*

(Digested from U.S. RADIO, February 1960, p. 28)

WITH the nation's rat "bill" estimated to be millions of dollars a year, radio—and farm radio in particular—has played an important part in combating the problem.

One of the most effective advertisers is the d-Con Co., a member of the Sterling Drug family. d-Con has been using farm radio to the tune of 75 to 80 percent of its total advertising expenditure each year since the product was marketed in 1951. (It was estimated that the firm spends $500,000 in radio each year.)

In its winter drive early in 1960, d-Con was running spot campaigns in 312 farm markets over 321 stations. The firm also bought segments of the *Grand Ole Opry*, the *National Barn Dance* and a few other local farm programs.

Farm Radio Used

"Farm radio was the only medium used to test the rodenticide when it was first introduced in 1951," explained Frank A. Corbet, d-Con's president. "A small number of test spots were used to tell the story of the new product, and listeners were requested to send orders directly in to the company. Using no other form of advertising," he continued, "the response was so great that within two weeks orders poured in at a rate that taxed the production facilities of the plant. Radio got this company going, and it is still our most important medium."

d-Con's radio advertising philosophy hews closely to the line followed by the firm's education department. "One of our most important tasks," Hamilton Hicks, the firm's educational director, said, "is to inform and educate the farmer in the proper use of our rodenticide." To accomplish this aim, he devotes considerable time to travel and interviews on the air with farm directors. "We try to pass along the latest information about the rat problem, and how the farmer can most effectively get rid of these pests."

d-Con's agency, Thompson-Koch New York, found that the best results from commercials came from programs designed to inform rather than entertain the farmer, according to Robert Hall, timebuyer.

"We concentrate our spots in the early morning and noon-time slots, since these are usually the segments devoted to farm news, market data and other 'use' material for farmers," he said.

The frequency of the d-Con spots varied with the individual market, with three to 12 announcements a week the average. The company placed its heaviest blanket of spots in five key states—Illinois, Missouri, Ohio, Indiana and Iowa—which represent the heart of the nation's corn belt.

The firm's advertising program is built around pointing out the advantages of the product, and the importance of correct application. Copy for the radio spots followed these general lines. Where possible, d-Con prefers that its announcements—52 seconds in length—be delivered by the station's farm director. The company believes that he lends his personality and knowledge of the market to the message, and thus can more accurately peg a message than can an ET or rigid copy.

Fully aware of the importance of the merchandising support provided by farm stations, d-Con was continuing with a promotion designed to stimulate and reward these activities. For the past two years the company has presented a "Fact Award" to the station giving the most merchandising assistance to the company.

Station Cooperation

"As an indication of the appeal the award appears to have with farm stations," said Walter Camas, d-Con's advertising manager, "for our first award over 90 stations submitted material outlining their merchandising efforts for d-Con."

As an example of station merchandising cooperation, Mr. Camas cited the efforts of a station in Portland, Ore. "The station used a billboard facing a busy Portland street that had an estimated daily circulation of 6,400. The copy carried a station message and played up 'Featuring d-Con Rodenticides.' A total of 350 copies of a display card was sent to our primary outlets, 100 feed and seed stores, 100 hardware stores and 150 grocery stores.

"The card prominently displayed a d-Con ad and suggested that retailers hear the pre-sell on the station. To round out the promotion, the station ran a full-page back cover in a local magazine with 50,000 weekly distribution through a grocery chain, and a trade advertisement in the official publication of the Oregon Food Merchants Association," Mr. Camas concluded. • • •

5

E. I. du Pont de Nemours & Co.

Agency: BBD&O
Product: Telar Anti-Freeze
Marketing Objective: *To establish a new product in an already crowded market.*
Radio Solution: *Saturate 150 markets with radio spots.*

(Digested from U.S. RADIO, October 1960, p. 32)

AS cold weather snapped down around the ears of car-owners more than 500 stations in 150 markets were beaming a new word in the anti-freeze vocabulary to listeners.

The new word was "Telar," the name of a new "all-purpose, permanent" anti-freeze developed by E. I. du Pont de Nemours & Co. And du Pont was engaged in one of its most extensive campaigns in years to make the introduction of Telar a success.

With its entry into the anti-freeze market, du Pont's Telar was bringing over $400,000 in business to spot radio. This figure was just about double the amount du Pont spent in spot radio in 1959, when du Pont allocated spot money to Telar's sister products, Zerone and Zerex.

To put new Telar in the running with competitive anti-freeze products, du Pont's advertising manager for anti-freeze, William W. Carty, reported, "Our advertising for Telar was running 'across the board' in all areas where it is distributed."

150 Markets

With the $400,000 radio budget set up exclusively for Telar, du Pont was reaching into 150 radio markets. In each market, the company was buying the maximum number of stations. The range was from three to six stations per market, sometimes more. Mr. Carty considered an estimate of 500 stations in the total campaign a bit "conservative."

In scheduling the campaign, he explained that du Pont found radio's flexibility an extra "plus" for Telar. Depending on the whims of freezing weather's entry in various markets, the Telar schedule had to have staggered starting states.

Spots, which were all minute ET's, broke as early as September 15 on northern stations. On the other end of the weather vane were stations in the south. Some started the Telar campaign as late as November, others waited until early December, Mr. Carty explained.

"In order to break the campaign in a market at the right time, we needed to know when the area would get its first freeze. Calculations were made in advance by a team of researchers, working with weather service firms," he said.

"We knew, for instance, that in Wilmington, Delaware, the first freeze was likely to be around November 11. Accordingly, our radio campaign there was scheduled to begin around that date."

Whether a campaign started early or late in the fall, he said, it was scheduled to run through December. Thus, the peak of the Telar push on radio was reached in all the 150 markets by the middle of November.

"du Pont took 30 spots a week per station," reported Bob Syers, du Pont timebuyer at BBDO Inc., New York, the company's agency. With all the 500 or more stations carrying the spots during November and December, the total coverage per week ran to 15,000 spots.

"We wanted to reach people when they woke up, while they drove to work, while they drove home. With radio we could be close to people wherever they may be," said Mr. Carty.

Although Telar is sold in service stations and auto supply stores, du Pont did not attempt dealer tie-in promotions for Telar, Mr. Carty pointed out.

"However," said the Telar ad manager, "transcriptions of our radio commercials were made available to our anti-freeze distributors at no cost to them. Many of our distributors sponsor local radio shows, and were able to use our commercials during their regular broadcasts. The distributor paid for the time. du Pont does not have a cooperative advertising program for any of its products."

Tie-In Material

"But," he added, "we offered tie-in material to radio stations which often added effectiveness to the spots themselves. Stations were informed that the services of our anti-freeze field representatives were always available to them. Their contributions might be helpful, for instance, in arranging programs on the proper care of a car."

With its budget enlarged over last year's for the annual anti-freeze campaign, du Pont was aiming to make a high brand impression on the consumer. In light of the heavy line-up of advertising for competitive brands, the bid for brand impression was a strong one.

Du Pont's radio campaign, with high traffic time frequencies, was aimed where it would hit the target closest to home—when the consumer was driving his car. • • •

6

Fonda Container Corp.

Agency: Smith, Hagel & Knudsen Inc., New York
Product: Paper plates
Marketing Objective: *To establish brand identification for paper plates.*
Radio Solution: *Radio saturation in 42 top retail food markets.*

(Digested from U.S. RADIO, June 1960, p. 38)

EVER since the family made a beeline for the barbecue pit, mother has been looking for ways to cut down on work so she can join the family fun. One of her biggest boons was the paper plate. It ended the after dinner drudgery of dish washing, and freed her from the kitchen sink.

It seems logical that the housewife would know the brand name of the paper plate she buys. However, when the Standard Packaging Corp. surveyed the field for its Fonda Container Division in 1959, it discovered that the housewives interviewed were not completely familiar with the brand names of paper plates they bought.

Brand Identification

As a result, Smith, Hagel & Knudsen Inc., New York, agency for Standard Packaging and its divisions, undertook a campaign to encourage the housewife to buy the Fonda name. One of the big parts in building the brand name was played by radio.

In its 1960 campaign, Fonda invested 35 percent of its total advertising budget in radio. A total of 42 markets were covered by the campaign, which ran for 12 days on 58 stations.

To spread the Fonda name when it would do the most good, two flights were scheduled: three-day-a-week flights during two weeks before Memorial Day, and two weeks before the Fourth of July. Frequencies varied with cities, with single station markets airing 12 to 15 spots a week, and multi-station markets as many as 60 a week.

For 1961, the agency reported that the spot radio schedule would be expanded to three two-week flights.

Strategy Considerations

"Our advertising strategy depends on our distribution, our sales curve and our budget," said Edward Van Horn, agency vice president. "Fonda used spot radio in 1960 for the first time. When radio was bought in 1959, we were on a network schedule. Since Fonda's distribution pattern did not fit the coverage of the network, we decided to support markets where our distribution was strongest with spot radio.

"We chose the 50 top markets for retail food sales, compared this to the distribution of our paper plates and cups, and selected our radio markets with these two factors as a basis."

As for sales curve, 65 to 70 percent of Fonda sales are made between Memorial Day and Labor Day. "The radio campaign was designed to give a boost to the sales curve as it begins to go up for the summer. The Fonda radio schedule began just as the housewife started to think of paper plates for the Memorial Day weekend," said Mr. Van Horn.

The best time to reach her, according to Eric Ainsworth, agency media director, is when she is thinking about her shopping list. "For this reason the schedule was concentrated on Wednesday, Thursday and Friday. Thursday and Friday are the big shopping days of the week. Our Wednesday schedule allowed us to plant the Fonda name as the housewife started to plan her shopping list," he said.

"Announcements were scheduled from 9 a.m. to 1 p.m., based on the assumption that this is housework time," Mr. Ainsworth explained. In selecting the stations there were three considerations. First, the housewife listening figure. Second, the availabilities that presented themselves when it came time to buy. Third, the merchandising support offered by the stations.

"For Fonda's purposes, a company with a small sales force and no detail men covering the outlets, the help a station could offer in setting up Fonda displays and sparking enthusiasm among distributors was an important consideration," said Mr. Van Horn.

Campaign Strategy

By combining marketing common sense with a fresh creative effort, the agency developed a campaign strategy that included: Summer advertising when most sales were made; radio advertising at the beginning of the peak selling time; radio markets based on retail food sales figures; announcements scheduled on big shopping days; creative approach combining music, hard sell and a light touch. • • •

7

The Frito Company

Agency: Dancer-Fitzgerald-Sample Inc., Chicago
Product: Fritos Corn Chips
Marketing Objective: *To create and sustain a strong trademark and name identification for Frito corn chips.*
Radio Solution: *Pre-condition the shopper through repetition with heavy network radio saturation; use of seasonal tie-in promotions geared to the radio advertising.*

(Digested from U. S. RADIO, April 1960, p. 22)

TAKE a snack product that has the ability to keep taste buds tingling coast-to-coast; add an effective network of national distribution; mix in a consistent program of advertising and sales promotion with generous portions of radio. This is the recipe for sales success that has made it possible for The Frito Company, Dallas, to boost its sales by $42 million since 1954.

A consistent user of radio since 1932, when the company was founded, Frito employed the sound medium in 1960 to spearhead its advertising and promotion efforts. It is estimated that $950,000, representing 35 percent of the company's total budget, was spent over the facilities of NBC, CBS and ABC to tell the story of Frito corn chips.

"This was the largest radio network buy the company had ever made," said Thomas K. Denton, vice president of Dancer-Fitzgerald-Sample in Chicago, Frito's agency. After checking the coverage maps and the number of stations (700) that carried the Frito story, we determined that this campaign penetrated every county in the United States but one."

Citing depth as well as coverage, Mr. Denton pointed out that an average of 21,000 spot announcements were used each week, with listener impressions in the multi-billion category.

"Radio has always been one of our most important outlets," said John R. McCarty, advertising merchandising vice president for Frito. "Radio was the first medium employed to introduce corn chips when the company started. We have been regular users ever since.

"Our product," he continued, comes under the heading of an impulse item. In order to get the shopper to pick up a package of Frito corn chips, we have to 'pre-condition' her. This is done through concentrated exposure. Repetition and heavy frequency, therefore, are two of the things we look for in our adverting and promotion efforts. We have found that we can get this with radio. We have discovered that with the proper type of copy we are even able to get appetite appeal across on our radio announcements.

Varied Audience Groups

"In order to hit as many different audience groups as possible, the company bought announcements around news shows, comedy, drama, adventure, music and almost every type of program aired on the networks.

An example of the broad audience base was the Frito schedule on NBC. The Frito campaign involved participations on *News of the World, People Are Funny,* a news analysis show, *Emphasis* and *Monitor,* including the Paul Winchell show, Ernie Kovacs, Bob Hope and *Duffy's Tavern* segments.

To speak most directly to the wide variety of listeners tuned to these programs, and the programs on ABC and CBS as well, the agency prepared as many as 15 copy approaches.

The company used extensive point-of-purchase promotion displays to tie in with the radio advertising. In order to keep the in-store displays fresh and interesting, the company conducted a new promotion each quarter year. The radio campaign was carefully geared to fit into the pattern. During one promotion, a radio commercial called attention to a free flower seed offer to purchasers of Fritos.

Each of the networks provided Frito with a variety of merchandising support designed primarily to alert the organization's selling force and dealers to the extent of the radio campaign. For example, one of the networks placed ads in food trade publications drawing attention to radio activity. Letters went out to dealers and distributors explaining the on-air support by Frito. Telegrams, post cards, books, dollar pocket watches and records were also part of the networks' efforts to back Frito's well-integrated merchandising concepts.

In addition to Frito, a national product, the company produces and sells six brands of potato chips sold under different brand names on a regional basis. Radio is used to merchandise these products, too.

"Since radio has always been able to reach our number one customer," Mr. McCarty says, "we expect the medium to retain its important place in all of our basic promotion planning." • • •

8

Grosset & Dunlap Inc.

Agency: Friend-Reiss Advertising Inc.
Product: Children's and juvenile books
Marketing Objective: *To develop and utilize new ways to reach potential customers for a line of nationally distributed children's and juvenile books.*
Radio Solution: *Spotlight the pre-holiday campaign with a contest tie-in through the combined efforts of network and local radio coverage.*

(Digested from U.S. RADIO, October 1960, p. 28)

UNTIL recently, the giant book publishing industry had never made use of nationwide radio as an advertising medium. But late in 1959, Grosset & Dunlap Inc. broke with tradition by putting radio to use to sell its line of juvenile books in book shops across the country. At that time, the firm bought an eight-week schedule on Don McNeill's *Breakfast Club* over the ABC network. In addition, book dealers purchased local spot announcements to tie in with the radio campaign.

"As a result of our first experience with radio," said Nils A. Shapiro, advertising director of Grosset & Dunlap, "we are repeating our campaign with an increased network air time of 25 percent. The previous campaign resulted in dealer participation in 160 markets, and we have experienced an even greater response this year."

The recommendation to use radio came from Lee Friend, president of Friend-Reiss Advertising Agency Inc., agency for the publishers. "The client presented us the problem of finding a sales-impelling replacement for the customary promotion efforts used in the book field," Mr. Friend explained. "Under Grosset's ground rules, there could be no giveaways; no cut prices; there had to be full children's and juvenile line promotion; continuity, originality, retail interest and participation, and of course, sales."

"Mail was ruled out," Mr. Friend said, "as this approach was already in use. Newspapers were hackneyed and could not give a fresh approach. Television was discarded because of its excessive costs when purchased at a time when you can most effectively reach your target. The one medium that stood up against all our requirements, including the important one of cost, was radio."

Since it is generally agreed in the children's book field that women constitute the background of the market, the mother was considered to be the primary target. The immediate problem, then, was to determine how this group could be reached most effectively.

Develops Campaign

Working closely with the client, Friend-Reiss began to develop the campaign around Don McNeill and the *Breakfast Club*. Channeling the bulk of the promotion budget into network and cooperative local radio participations, a complete program was developed for the sound medium. Window material, counter material and newspaper ads were all geared to localize the national impact of the network show, and to take advantage of the strong audience appeal of Don McNeill.

The 1960 network and local radio effort for Grosset & Dunlap was launched on October 20. In addition to the increased amount of air time purchased, other changes were made. Of these, the most significant was a college scholarship contest. Entry blanks were made available to the public only in the local book store. Through the combined efforts of Don McNeill's network show and local spot announcements, potential contestants were guided to the stores.

Another important change from the previous campaign, made by the publisher, was the method of delivering the commercials. In 1959, all the sales messages were given by Don McNeill, both on the network and the local spots with open end ET's. For this year's pre-holiday sales effort, the announcements had leadins by Mr. McNeill, but the actual selling message was delivered by a Grosset & Dunlap salesman. In this manner, Grosset effectively personalized their sales approach.

An indication of the effectiveness of the new radio-oriented approach was seen in a letter which a station-owner in upstate New York wrote. He said, "I have yet to see a better, more effective follow-through than that done by Grosset & Dunlap. Their tie-in was a pre-sold job, and in our case, the book department of our largest department store contacted us because they wanted the complete package. The same was true of other dealers in our area."

"The best way to convince any businessman of the value of a new approach to promotion," Mr. Shapiro said, "is to show him that it brings in added business. The Grosset & Dunlap line of juvenile and children's books sold better than ever during and after the initial 1959 radio promotion. From indications of increased participation in the 1960 campaign, we at Grosset are convinced that radio can and definitely does do a very effective job of selling." • • •

9

Hamilton Watch Company

Agency: N. W. Ayer & Son, Philadelphia
Product: Watches
Marketing Objective: *To reach the mature, middle-income consumer.*
Radio Solution: *Utilize the soft sell approach primarily on fm "good music" stations.*

(Digested from U. S. RADIO, March 1960, p. 36)

TO THE Hamilton Watch Company, radio has proved its ability to sell quality items to an adult audience. Through its advertising approach of "good music programming," developed over a period of three years, the watch maker spent about 20 percent of its consumer advertising budget in radio during 1960. This percentage figure represented an outlay of approximately $150,000.

"Our watch sales to retailers," said Ed Jones, Hamilton's consumer advertising manager, "were up about 15 percent in 1959, the first full year of our good music approach. We believe that our radio efforts were among the major reasons for the increase."

Radio Rides Sales Crest

These efforts in radio were applied to the two periods of the year in which most retail watch business is done, the spring and Christmas holiday season. Radio rode the crest of the retail sales waves in two flights that ran from six to eight weeks each.

The first campaign extended from mid-April to early June. Last spring, Hamilton scheduled 70 to 75 stations in about 50 markets. The second campaign ran from mid-October to the week before Christmas. In the 1959 campaign, 100 am and 85 fm stations were covered.

In addition, Hamilton got extra mileage out of its radio schedule by offering local jewelers the same spots that were used nationally. It sent copy directly to the retailers and provided over 1,000 stations with its commercials on a regular basis. According to Mr. Jones, an increasing number of jewelers bought time on their local stations to run the Hamilton commercials.

Selecting Markets

"In choosing our markets at the national level," said Mr. Jones, "we made sure that each of our 42 sales territories received some local sales coverage with emphasis on the major trading areas. In choosing stations, we tried to select those that stressed good music programming so that we reached the mature adult listeners who, we have found, are the best prospects for our watches." It followed then, that about 80 percent of Hamilton's radio schedule was on fm stations.

"We have found," Mr. Jones continued, "that fm is a medium that most closely parallels our market. Hamilton's greatest sales are in the $60 and up price range. This represents about 15 percent of the watch market. The profile we have developed has shown us that the most likely Hamilton prospect is a man in his late thirties or older. He has a reasonably good income, is married and has at least a high school education. His taste will tend toward good music fm in the evening. Hamilton, therefore, scheduled most of its commercials during the 6 to 10 p.m. prime evening period.

"Not only did good music programming offer Hamilton the audience it wanted, it also provided the soft, sincere atmosphere desired for the Hamilton commercials," Mr. Jones added.

"The music that surrounded our commercials was very important," said Walter Avis, plans-marketing supervisor at Ayer. "It set the mood for the dignified message that we strived for in our copy. We wanted the program to create an atmosphere for our commercials, and our commercials to sustain the same musical mood.

"We created special music for each of the four announcement series we use, to be aired on other types of programs. (Hamilton had commercials for its electric watches, its Weatherproof watches, its diamond watches and for the special gift seasons.) The music attempted to set a pertinent mood for each watch. For instance, the short, staccato sharps and flats in our electric commercial were created to convey an electric watch sound."

Finds Its Audience

"After three years of experimenting," Mr. Jones concluded, "we think we've found an audience which not only enjoys good music, but which also is able to respond to our advertising. Low pressure sells—when the medium, the audience, and the marketing approach are all in harmony." • • •

10

John Hancock Mutual Life Insurance Co.

Agency: McCann-Erickson Advertising (U.S.A.)

Product: Life insurance

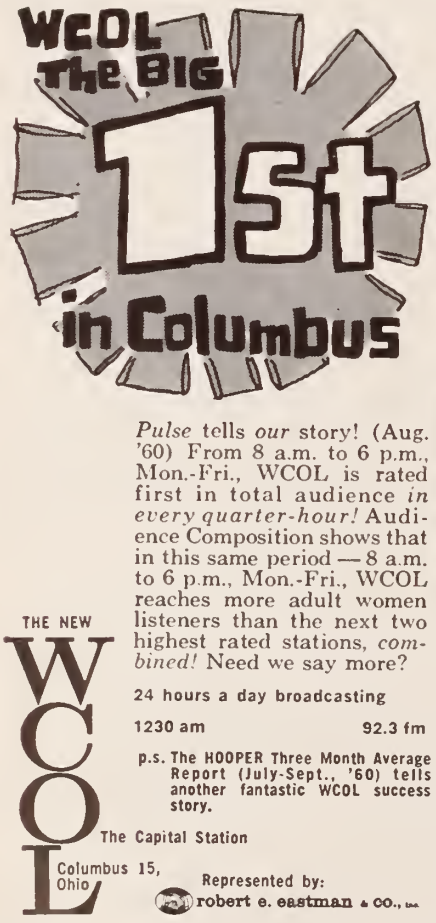
Marketing Objective: *To reach a mass male audience in the medium and low income group, but in specific markets.*

Radio Solution: *Extensive use of national spot radio in top markets, with emphasis on driving times.*

(Digested from U.S. RADIO, August 1960, p. 28)

HOW to reach a mass male audience in the medium and low income group in specific markets, and be able to get copy points across that this group probably wouldn't take the trouble to read in print.

Basically, this was the problem confronting McCann-Erickson Advertising (U.S.A.) and its client, John Hancock Mutual Life Insurance Co. before it was decided to use radio last May.



Traditionally a print advertiser, John Hancock began a test campaign in its three largest markets. After one month on the air, the radio schedule was extended to include an additional 10 of the company's top markets.

Radio's flexibility was a significant fact in McCann's choice of the medium for John Hancock. This applies to programming, frequency, copy approach and selection of markets.

"Radio permits us to determine exactly how much advertising effort we wish to put into each market," explained Leavitt Howard, Hancock's director of advertising.

With its advertising geared closely to sales, the company wanted to enter a specific market as strongly as it felt it necessary, in order to build up the market's potential. "For example," pointed out William Fricke, McCann-Erickson associate media director, "when the company opened a new office on the West Coast, it wanted to build its prestige in that area at a cost in proportion to its budget."

Important Consideration

In confirmation, Mr. Howard stated, "It is important for us to be able to turn on or shut off the flow of promotion ad dollars whenever and wherever we want."

The company's magazine advertising gives it broad coverage and national prestige, Mr. Fricke explained. "To correct the balance between the coverage given by magazines and the potential in each market, however, the company was looking for additional efforts in key areas."

A second factor in the choice of radio was audience composition. "Since men do most of the buying when it comes to insurance, they are the main target of Hancock's advertising," said Mr. Fricke. "Radio was considered because it can provide the mass men's audience at specific times of the day, such as driving hours."

Receptive Audience

Another consideration, he added, is that radio provides a receptive audience. While the image is important, there are specific selling points that the company wants to stress. Potential customers are not likely to read many of the important details. The sound medium, on the other hand, provides a means of reaching an audience with the entire message.

Supported with these factors, the company went into 13 areas, led by its largest markets—San Francisco, Los Angeles and Chicago. The campaign was scheduled to run for 26 weeks, with emphasis on traffic times and public service programs, at frequenices of 10 to 12 a week." A summer hiatus extended the campaign into the fall.

As for results, Mr. Fricke said they are "difficult to measure precisely, but it can be said that spot radio is now an integral part of Hancock's over-all advertising effort. The medium's selectivity, in conjunction with its economy, may be cited among the important factors that brought the company to the soundwaves." • • •

11

Harper's Magazine

Agency: Joe Gans & Co.
Product: Consumer magazine
Marketing Objective: *To reach an audience of potential subscribers for Harper's: A better-educated, higher-salaried family group that spends time reading.*
Radio Solution: *The publication decided to test fm, whose audience embodied the characteristics of the most likely subscribers.*

(Digested from U.S. RADIO, July 1960, p. 36)

PRIOR to April 1959, Harper's magazine devoted all its advertising efforts to newspaper and direct mail – both traditional promotion avenues for magazines to travel.

And then it decided to try a new road – if it wasn't new at least it was re-discovered by a handful of new travelers. Through its radio-tv agency, Joe Gans & Co., New York, Harper's started a six-station, six-market test of fm. Cities selected were New York, Boston, Pittsburgh, San Francisco, Los Angeles and Chicago.

The immediate results prompted greater interest in the hi-fi medium, and soon Harper's station lineup grew to 15 stations, then 30.

Finally, in the span of six months, Harper's was promoting its monthly intellectual contents on 50 stations in 45 markets. In 1960, it was spending more money on radio than in newspapers. Radio accounted for about 15 percent of the total advertising budget. (The lion's share of the promotion outlay, as with most magazines, goes to direct mail.)

"When we first went into fm," explained John Hughes, publisher, "we felt that it would be an ideal medium. This view was based on information which showed that fm reached a better-educated, higher-salaried family. We were particularly interested in good music listeners."

Harper's scored significant circulation increases on all fronts during the first six months using fm. Although the average circulation increase for other major consumer magazines rose also, Harper's gains were considerably higher. A study of 172 publications showed these average circulation gains: Subscriptions, 6.8 percent; newsstand sales, 3.7 percent; and net paid, 5 percent.

Harper's registered the following circulation increases from July to December 1959, compared with the same period in 1958: Subscriptions, 18.2 percent; newsstand sales, 35.7 percent; and net paid circulation, 21.8 percent.

Not only has circulation risen, but advertising revenue rose 44.5 percent for the first six months of 1960, according to Mr. Hughes.

Station Selection

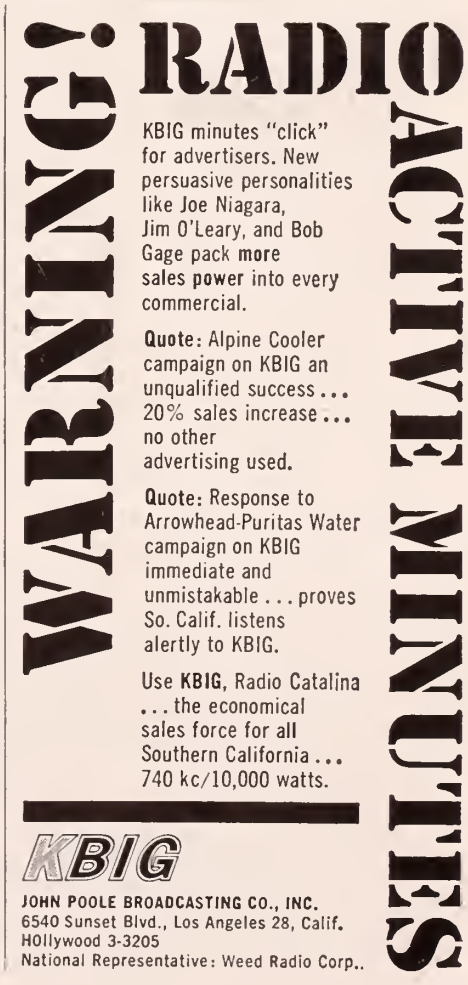
Explaining Harper's selection of fm, Mr. Gans stated that "Because of the high intellectual appeal of the magazine, we were interested in good music programming. And good music to us was classical music."

In seeking out classical music operations, the agency lined up approximately 40 fm stations and 10 am stations. "We were primarily interested in the quality fm audience, but used am stations in markets where there were no good music fm outlets."

Harper's used both announcements and programs. In general, frequencies ranged from 10 to 14 spots a week. Programs generally comprised musical specials.

Copy was delivered live, with commercials placed from 8 p.m. to 11 p.m. during the week. Daytime schedules were employed for weekend spots. Harper's was interested in the family audience," said its agency. And it found that the hours selected were those when the husband and wife are listening together.

"Radio is a highly personalized advertising medium and this applies to fm to an even greater extent because of the selective nature of its audience. There is an unspecified number of people, running in the millions, who are classical music fans. We know these people are prime prospects for Harper's. This makes good music radio the most likely choice of all media," Mr. Gans concluded. • • •



12

Charles E. Hires Co.

Agency: Maxon, Inc., New York
Product: Hires Root Beer
Marketing Objective: *To meet the rising tide of large, aggressive competitors, and create a greater sales impact without expanding the advertising budget.*
Radio Solution: *Apply a hard sell program to national saturation coverage in important markets.*

(Digested from U.S. RADIO, September 1960, p. 24)

THE Charles E. Hires Co., Philadelphia, probably the oldest and largest manufacturer of root beer in the country, found that its share of the soft drink market was "frozen." According to George F. Finnie, the firm's director of advertising and merchandising, Hires was "being crowded in the market place by aggressive competition enjoying the advantages of overwhelming advertising budgets."

To remedy this situation and broaden its sales base, Hires decided to overhaul and streamline its promotional activities and still remain within the confines of its budget. One major result of this effort was an expanded use of local radio to provide national coverage. Mr. Finnie reported that Hires was channeling 25 percent of its advertising and promotion budget, approximately $200,000, to radio. Working cooperatively with its bottlers, the firm bought a spot radio campaign on 1,000 stations in 400 markets. Though the length of the campaign varied from market to market, Hires used radio on a 52-week basis. Spot frequencies ranged from 15 to 70 a week on the stations used.

"Using the strategy of the 'push market' program," Mr. Finnie said, "Hires was concentrating its heaviest promotional guns in selected territories across the country where market studies in depth have pinpointed the greatest potential for soft drinks. About 25 'push markets' are currently in operation, with an expected expansion to more than 50 by 1962." Among the markets making use of this program were New York, Philadelphia, Tampa, Miami, Salt Lake City and Grand Rapids.

Through the combined efforts of the company, its agency, Maxon Inc., and the local bottlers, each program was custom-tailored to meet the needs of the individual market. "In all cases," said T. W. Prescott, the Hires director of marketing, "the approach upheld the firm's philosophy of sustained media activity throughout the year coupled with continuous activity at the point of sale. In this connection, we felt the flexibility of local radio spoke for itself. Within the framework of the economics involved, we saw the medium as ideal for reaching potential customers at the optimum moments for turning advertising into sales."

Reach Outdoor Audience

Because root beer is an outdoor drink, it has been heavily merchandised as a complement to picnics, barbecues and other outings, Mr. Finney noted. "We were interested to discover that some 70 percent of the nation's seven million pleasure boats have radio sets. The sea-going radio audience was estimated at some 37 million people. This made an excellent tie-in for Florida and the West Coast where boating is a year-round activity."

Capitalizing upon the natural companionship of root beer and ice cream, during the 1960 summer season Hires promoted an in-store campaign using the "Hires Float" theme. This proved an effective point-of-sale plan since it gave retail food outlets an excellent opportunity to move additional products with each soft drink sale. "Again," Mr. Finney said, "radio advertising was used to efficiently back up the in-store program.

"Using the 'hard sell' approach, we aimed for saturation coverage in those markets that warranted it in terms of sales potential," noted Tom P. Maguire, business manager of Maxon's radio and tv department. "Hires, like other soft-drink producers, makes a particular effort to reach the teen-age market," he continued. "This is a factor in selecting stations, and the programming format leaned heavily toward disc jockey shows as well as programs directed to the housewife."

Overall, Hires has developed the following benchmarks which guided its efforts in 'push market' territories:

1. Advertising should be directed as much as possible to the high potential consuming and buying groups—teen-agers, housewives, etc.
2. Advertising must be tied in closely with the in-store merchandising effort.
3. Continuity of advertising on a year-round basis is vital. At the same time, the means of delivering the advertising message must be flexible enough to take advantage of local variations in buying habits and other marketing considerations.
4. Hard sell copy is at least as important as entertainment in any given commercial.

"Radio," according to Mr. Finnie, "enabled us to live with these requirements very nicely. We like the way it can target a specific audience with accuracy and economy." • • •

13

Howard Clothes Inc.

Agency: Mogul, Williams & Saylor Inc.
Product: Retail clothing
Marketing Objective: *To arouse consumer interest in changes and expansion of Howard stores and still retain the previous image of Howard as a "tried and true place for solid values."*
Radio Solution: *Extensive use of spot radio with the company's "Little Howard Label" jingle, still recalled after years off the air.*

(Digested from U.S. RADIO, April 1960, p. 26)

A modern version of a famous old radio jingle in 1960 sparked an extensive return-to-radio drive for Howard Clothes Inc.

Campaign blueprints last spring called for 18 to 35 spots per week per station for 12 stations in nine eastern markets. The spring campaign ran from March 14 to July 17.

The fall campaign for Howard was highlighted by a substantial radio step-up in all markets. As many as 130 one-minute spots per week were scheduled in multiple station markets. Three new markets were added to the three-month campaign, and Howard's agency, Mogul, Williams & Saylor Inc., New York, was exploring stations in the midwest for later schedules.

Heavy Ad Budget

Together, these campaigns took a 60 percent slice of the company's total 1960 advertising budget, according to Charles L. Rothschild, senior vice president of MW&S. (The total ad budget was estimated to be $700,000. Radio, therefore, took an estimated $420,000 of the ad expenditures in 1960.)

Both campaigns were built on an old success, the "Little Howard Label" jingle, used in 1960 with three new arrangements. The original song went off the air several years ago. However, so many Howard store managers and customers remembered, recited and even requested it that Howard and MW&S decided to construct an entire campaign to take advantage of both the jingle's popularity and radio's recall and retention potential.

The campaign theme — "Where else but at Howard can you find . . ." recalled Howard's longtime reputation for dependability and value before combining it with news about the firm's renovations and expansions.

Founded in 1924 in the New York area where it still has headquarters, Howard acquired two years ago the stock of another men's retail outfit, and as a result made important management changes.

Firm Expanding

The firm has been expanding and restyling its stores, opening new stores (there are now 93) and introducing greater variety in its merchandise. When the new management appointed MW&S, the agency undertook to revamp Howard's advertising strategy to arouse consumer interest in the innovations. However, the company wanted to retain the public's enthusiasm for Howard as "a tried and true place to go when you want solid value for your money."

To accomplish this, the popular Howard jingle was updated. The commercials ran one minute, with part of the spot utilizing live copy. Both campaigns were principally spot, but the company sponsored or participated on well-rated sports and news programs in various markets. Most of the messages were aired during traffic hours to catch men and boys— and many women tuned in as well. (According to Mr. Rothschild, women are always a welcome audience. Research has shown that they often persuade their husbands to buy a new suit—and sometimes two suits when the man intended to purchase only one.)

Markets carrying the Howard campaign were New York; Philadelphia; Boston; Buffalo; Paterson, N. J.; Bingham, Syracuse, N. Y.; Lynn, Salem, Peabody, Mass., and Orlando, Fla.

Howard originally started using radio back in the late 20's by sponsoring a comedy team, the Howard Dandies, on WMCA New York. By 1933, Howard began to sponsor musical programs over selected network stations, a series that lasted until World War II. The firm's radio activities continued into the 50's with the emphasis switching from programs to spot.

Coordinate Media

For the past several years, Howard's advertising has been concentrated in television and print. With the return to radio in 1960, print still remains an important part of all campaigns. According to Nat C. Wildman, vice president and creative director at MWS, considerable effort went into coordinating both print and radio advertising in order to carry over impact from one medium to the other.

"As far as we are concerned," he said, "the repetitive qualities of radio make the medium, when properly used, an excellent buy for retail outlets." • • •

14

Mary Ellen's Inc.

Agency: Guild, Bascom & Bonfigli Inc., San Francisco
Product: Mary Ellen's Jams & Jellies
Marketing Objective: *Provide an effective advertising and merchandising program to get results at point of sale.*
Radio Solution: *8,500 spots in 39 weeks on 19 stations.*

(Digested from U.S. RADIO, September 1960, p. 32)

GRANDMA may have spent long hours laboring in the kitchen making goodies for the family. She never came up with delicacies, however, that compare with jams and jellies her granddaughter can pick right from supermarket shelves. As grandma would say . . . "easier than pickin' berries."

That's the theory behind the major plank in the copy platform that Guild, Bascom & Bonfigli Inc., San Francisco, followed to prepare its near-exclusive spot radio campaign for Mary Ellen's Jams & Jellies, one of GB&B's several food accounts.

The regional saturation radio drive employed high frequency of 8,500 spots in a 39-week drive on 19 stations in six western cities, five days a week.

Mary Ellen's Inc., Berkeley, Calif., manufactures 33 varieties of preserves, distributed in 11 states by 20 jobbers. Although the company has used spot television and radio conjunctively in the past, the agency decided early in 1960 to spend 98 percent of its six-figure budget in spot radio on an exclusive basis. The remaining two percent was allocated to local newspaper promotion and shelf-talkers that promote the radio advertising rather than the product.

"We felt," said Robert Whitehead, account executive, "that the selection of spot radio in combination with entertaining—and at the same time selling—commercials and related point-of-sale material would produce effective sales results for Mary Ellen's. No other jam and jelly packed throughout the country had an advertising and merchandising program of this magnitude."

After a thorough analysis of all media, GB&B recommended that Mary Ellen's use radio almost exclusively. In making the decision, the media department took into consideration radio's audience selectivity, flexibility and economy.

"We believe that radio offered Mary Ellen's the highest degree of saturation pointed towards our best potential customer — Mrs. Housewife," Mr. Whitehead said. To reach her, the schedule of 8,500 spots for 39 weeks, Monday through Friday, was in these primary markets: San Francisco, Sacramento, Los Angeles, San Diego, Phoenix and Denver. The spots were scheduled on top "personality" programs in these cities.

The spot radio campaign started in June and will run through April 1961. The agency was planning to continue the campaign after that date was reached, possibly beginning another 39-week contract. Mr. Whitehead saw no reason to halt a campaign that seemed to be a "natural" for the client, distributor and retailer.

The spots—there were five cuts using different copy, but all holding to three key phrases—were 55 seconds for a rotating retail store tag.

The commercials themselves were humorous and original. They centered around the "Masked Grandma," a new name and radio personality created especially for the campaign. The "Masked Grandma's" exploits were told on imaginary police broadcasts and interviews between policemen and grocers. In each commercial, the grocer had just been relieved, gratis, of all his Mary Ellen's Jam by the quick-fingered, nimble Grandma.

"Masked Grandma's" trade mark is a polka dot mask and each commedcial closed with this Mary Ellen slogan: "Mary Ellen's — in the jar with the polka dot top."

The polka dot trademark was carried over in the client's in-store promotions. For example, the shelf-talkers, which advertised both the product *and* the radio commercials, pictured the "Masked Grandma" alongside a Mary Ellen's Jam jar with a polka dot lid. The copy read: "Be on the listen for Mary Ellen's 'Masked Grandma' . . . radio's funniest mystery minute."

The same copy was used in Mary Ellen's newspaper ad teasers which the agency offered to stations for local promotion. No copy reference was made to the product. Only the client's logo appeared, together with the call letters and dial locations of the station.

GB&B feels that the tremendous coverage afforded by leading radio personalities on stations was the major reason why radio was selected, especially in light of the client's desire to penetrate the housewife audience in scattered regional markets.

"Combining this coverage," said Mr. Whitehead, "with the use of retail tags at the end of each spot helped to give us the best campaign we could get. Add to that the complete merchandising and promotion cooperation from the stations, and Mary Ellen's was afforded a completely unitized program at both consumer and trade levels." • • •

15

Motion Picture Film Companies

Agency: Various agencies and direct
Product: Motion pictures
Marketing Objective: *To pinpoint the movie audience for individual film campaigns.*
Radio Solution: *Heavy use of spot on local and regional level.*

(Digested from U. S. RADIO, March 1960, p. 32)

THE advertising committee of the Motion Picture Advertisers Association estimated that the major domestic film companies would spend some $70 million advertising the 225 to 250 pictures that were to be released in 1960. A large portion of these advertising dollars was spent on a co-op basis with the operators of the nation's 10,000 roofed theatres and 5,000 drive-ins. According to the Sindlinger research organization, the average attendance in 1959 was 41,954,000, with 2,333,000 more tickets sold per week than 1958. This increase meant heavier expenditures for selling efforts.

"Radio, at the price, can pinpoint the movie audience better than any other medium," said Jonas Rosenfeld Jr., executive in charge of advertising, publicity and exploitation at Columbia Pictures. The film company considers radio a basic part of its advertising program. Although the amount of money spent on radio varied with each picture, the average was usually from 10 to 25 percent of the budget. Mr. Rosenfeld anticipated the continued heavy use of radio.

Another strong advocate of radio is Universal-International. David A. Lipton, vice president of the company, pointed out the extensive use of the sound medium, especially in the area of the pre-sell campaign. An example was the company's film *Spartacus.* During the period of a few hours, no less than 3,870 separate spots were aired over 960 stations across the country through the facilities of three networks. The spot barrage consisted of 10-second announcements stating "1960 is the year of *Spartacus* and *Spartacus* is the motion picture of the year."

As with most of the other major companies, Paramount Pictures prefers transcriptions as opposed to live spots. Also following industry policy, the firm supplies these ETs to stations and theatre owners free of charge. Joe Friedman, national exploitation manager, pointed out that for a major film such as *Samson and Delilah,* Paramount prepared and distributed over 1,000 radio transcriptions.

"Radio was used on nearly every picture released in 1959 by United Artists," stated Robert B. Weston, assistant advertising manager for the company. "We use radio for saturation campaigns, to pre-sell a picture and during the picture's run."

Enthusiatic Exhibitors

"Theatre operators are extremely enthusiastic about radio," Al Fisher, United Artists' assistant exploitation manager said. "In fact, we usually get direct requests from exhibitors for co-op money for local radio use. Our usual procedure is to saturate an area from five to seven days prior to the opening of the picture."

Martin Michel, director of radio and tv for 20 Century-Fox, said that although the company always used radio, a considerable increase was shown in the last half of 1959. Though most of the radio time is bought on the regular local co-op basis, the firm has also made some national buys, he said. Unlike many of the other film companies, Mr. Michel said that 20th Century Fox makes use of popular local personalities to deliver live announcements when the picture lends itself to such a treatment. "We have found that radio is the best way to reach the teenage market," he noted, "but for a few exceptions, there is very little tv programming offered for this important group."

20th Century-Fox used radio spots on 75 to 80 percent of its releases in 1959, and that figure rose considerably during 1960. • • •

3 LOCAL RADIO STATIONS IN 1

That's what you get when you buy time on

BIG 5,000-WATT

WFHR

WISCONSIN RAPIDS

with full time studios in

MARSHFIELD AND STEVENS POINT

BIG Coverage at Lowest Cost-Per-Thousand . . . 20 Years of Local Radio Service

WFHR

WISCONSIN RAPIDS, WISC.
Phone HA-3-7200
Represented by Devney, Inc.

16

National Biscuit Company

Agency: McCann-Erickson Advertising (U.S.A.)
Product: Milbrook bread
Marketing Objective: *To establish a brand image for a new product, reach mass female audience, reach Negro market.*
Radio Solution: *Heavy saturation with radio, which was used in summer months as the prime ad medium.*

(Digested from U.S. RADIO, August 1960, p. 28)

ESTABLISH a brand image for a fairly new product, reach a mass female market and also direct our efforts to the Negro market.

These were the objectives of the National Biscuit Company when it introduced Milbrook Bread in the fall of 1959. The company decided to put its advertising budget last summer into radio.

"We used radio this summer because we believe listening increases considerably in that period. This is because of an increase in outdoor activities, backyard entertainment and traveling," reported D. P. Moss, assistant sales manager of Nabisco's bread division.

The bread had been marketed previously under varying names, but was reintroduced as Millbrook by a television campaign in the fall of 1959. "Our main task was to build a brand image," explains William Fricke, associate media director for McCann-Erickson Advertising (U.S.A.), Nabisco's agency. "This we did through a humorous character, 'Maestro Milbrook,' who could form a strong identification with the product."

Sound Summer Campaign

For the summer campaign, the product's image was carried through with the theme by sound alone. "I believe that such research evidence as the Sindlinger Reports, which have consistently shown high radio listening during the summer months, have been able to establish a pattern for summer radio which justified its use as a prime medium for Milbrook," said Mr. Fricke.

Milbrook, in aiming for the housewife, relied on local female personalities and some news and weather personalities, according to Phil Stumbo, McCann's timebuyer for the account. He pointed out that most of Milbrook's markets are in the Northeast, though some do extend to such places as Ohio and Texas. About 12 announcements, all minutes, were used during the summer campaign from 9 a.m. to 5 p.m., Monday through Friday. A token weekend schedule, consisting of two spots on Saturday and one on Sunday, was intended to reach housewives who work during the week.

Reach Negro Market

To reach the Negro market, Milbrook went on a 52-week schedule on Negro stations in four cities: Birmingham, Houston, Pittsburgh and Cleveland. "We found that Negro personalities can exert a strong influence over a large and loyal following," Mr. Stumbo said. "In the Milbrook markets where Negroes represent more than 40 percent of the population, we will use radio right through the year."

"We have had the Nabisco account for several years," said Mr. Fricke. "Radio played an important part in the advertising of Milbrook for the first time this year. As an agency, we continually try to recommend the best combination of media, or single medium, for all our accounts. As marketing and advertising conditions change, we try new media approaches to fit new situations." • • •



17

Pet Milk Company

Agency: Gardner Advertising Company, St. Louis

Product: Pet evaporated milk

Marketing Objective: *To reach a larger portion of an important specialized consumer group.*

Radio Solution: *Year-round use of Negro-appeal radio stations.*

(Digested from U.S. RADIO, November 1960, p. 36)

"WE use radio because it seems the best way to reach the Negro customer."

This statement from Ray Morris, evaporated milk advertising manager of the Pet Milk Company, St. Louis, gets to the core of why the firm has been heavily involved in Negro radio for some 12 years.

Initially starting out in a relatively few markets, Pet Milk has steadily increased its use of Negro-appeal radio based on both the development of this specialized aspect of the sound medium, and the satisfactory results, explained Earl Hotze, account executive for Pet Milk at the Gardner Advertising Company. In 1960, the evaporated milk product was being advertised in 64 Negro markets on a year-round schedule.

"This concentrated use of Negro radio," Mr. Hotze said, "is in keeping with Pet Milk's vertical market approach. The three vertical markets which are being given the most attention by Pet are the Negro, Spanish and farm. Of these three, the Negro market gets the largest share of the promotion budget."

"The main reason why we buy Negro-appeal radio," explained Mr. Morris, "is because throughout the country this group purchases one-and-one-half times as much of our product as do white people. And in the Southeast and Southwest, this purchase rate goes up to twice as much. Another favorable marketing factor is that the Negro, on the average, spends more on food than does the white."

Changes in the Negro market are making it more difficult to check the effectiveness of media," Mr. Morris said. "Our buying, of necessity, has to be done on faith to a large degree. One reason for this is that store checks are more difficult to take than ever because the supermarket revolution has hit the South.

Educational Job

"In addition to trying to keep up with the shifting Negro market," he continued, "we have a major educational job to do in getting people to use the dry evaporated milk. Consumption still tends to be higher on the liquid form. Radio helps us to do this. And we use radio because it seems the best way to reach the Negro consumer." Robert W. Vanasse, a Negro market specialist in the Pet Milk advertising department, stated that the selected list of 64 radio stations carying the Pet announcements in 1960, covered a potential of 90 percent of the total U. S. Negro population.

Also discussing the rapidly shifting elements that make up the Negro market, Mr. Vanasse said, "The market is a fast changing one. As soon as new data or research material is compiled, it is out of date. The population is continually shifting. The best way we have found to determine what the Negro market is really doing is to talk to the people in it. And that's why we use radio to talk to them all the time."

The programming format used by Pet Milk was developed by the firm and the Gardner agency about three years ago. It is built around a 30-minute transcribed feature that is broadcast between 10 a.m. and noon every Sunday. "In the more than a decade that Pet Milk has been using Negro radio," Mr. Hotze said, "spot announcements and 15-minute strips have been employed at various times. The decision to return to programming was made in order to help provide and control the environment that Pet felt necessary to most effectively promote and merchandise the product on a national basis.

"This is why we developed a gospel singing format on Sunday morning. We like to get our program and its commercials in a block programmed segment because we found that this brings more response, as well as receptivity. Negro stations carry a great many commercials. By developing our own program, we are able to get greater separation and product identification," said Mr. Hotze.

Pet uses four commercials in the half-hour format, but the program is so designed that three minutes are left open at the close of each show for the local use of churches in the community.

Various themes are used for commercials, with some of them employing an emotional appeal, and others taking the form of hints to the housewife.

Constantly keeping track of the swiftly changing patterns of the Negro market, Pet Milk and its agency were confident that Negro-appeal radio would continue to be its most effective means of reaching this important consumer group. And they expect to continue using radio as a primary medium of advertising, promotion, education and public service. • • •

18

Switzerland Cheese Association

Agency: Williams & London, Newark, N. J.
Product: Swiss Cheese promotion
Marketing Objective: *To determine the value of fm programming for a quality product like imported swiss cheese.*
Radio Solution: *Run a four-week trial on one station.*

(Digested from U.S. FM, October 1960, p. 3)

LIKE many national advertisers, the Switzerland Cheese Association is a newcomer to fm. It tried it, found it appealing to the taste buds and is now ready to take a bigger bite.

It all started last April. At that time, it tried fm in New York on one station for a four-week trial. This was extended to a 13-week schedule; then it grew into a new contract for a year involving two shows.

And the association, through its advertising agency, Williams & London, Newark, N. J., was contemplating buying fm time in five additional markets.

The markets that were tentatively set for the added fm promotion were Washington, Baltimore, Philadelphia, San Francisco and Los Angeles.

It was estimated that when the expanded fm schedule got underway, the association would budget at the start about $25,000 for fm out of a yearly advertising budget that ranges between $150,000 and $250,000.

The story of how the association came to use fm goes back to last spring. A salesman for WRFM New York, John Keeshan, approached Heinz Hofer, manager of the Switzerland Cheese Association in New York, on the idea of using fm.

Mr. Hofer candidly asserted, "We weren't really interested in fm, but we were interested in reaching people whom we felt had an appreciation for the kind of story we wanted to tell. We don't like hard sell. We wanted to talk to people about Switzerland, its history and geography and its many fine industries, especially the cheese business.

"Following the initial trial, we considered the program to be successful. People were interested in what we had to say; they liked it and were talking about it."

The first program sponsored by the Swiss group was an hourly show of semi-classical music, film scores and show tunes. Called the *Hi-Fi Showcase*, it was heard on Sundays, from 1 to 2 p.m.

During the hour, there were four one-minute commercial and two 30-second messages.

Initial results, however, seemed to warrant additional thought and consideration.

Because the commercial messages dealt with the many aspects of Switzerland, an attempt was made to incorporate Swiss flavor in the content of the program.

It was decided to use Swiss classical music as well as other classical music performed by Swiss artists.

The Swiss Consul in New York cooperated by making available whatever records they possessed.

There then evolved two programs that started in August and were contracted to run for a year. The original Sunday program remained the same, except that it played Swiss classical music exclusively.

A second program was added. It was a Monday-through-Friday show that was aired from 7 to 7:15 p.m. The 15-minute program played light music, using Swiss and other classical music performed by Swiss orchestras.

In its continuing expansion of fm use, the Switzerland Cheese Association will have these two programs taped by WRFM and place them on fm stations in the other markets.

The association generally allocates between $150,000 and $250,000 a year for advertising. Mr. Hofer estimated that about $25,000 would be budgeted for fm initially. He termed the contemplated expansion into fm as a "trial."

The rest of the advertising budget was spent on newspapers, radio and some tv in New York, Philadelphia, Washington, Baltimore and Wilmington, Del. In addition, the association was running a special premium offer in Los Angeles, San Francisco and Chicago.

Mr. Hofer referred to this aspect of the advertising program as the "hard sell."

The fm commercials were designed as basically institutional messages. Robert Allen of Allen Associates Inc., New York, public relations and advertising, was brought in to write the special fm commercials.

"The association was looking for a soft sell approach, one that would avoid repetition," explained Mr. Allen.

Other commercials may even put in a push for Swissair or for Swiss watches, but the quality of Swiss cheese was tied in with the "other" service or product mentioned.

How did Mr. Allen feel about fm after watching the results thus far?

"For a product of this type, which retails for twice the price of domestic cheese, fm is ideal. Response to air offers of material and recipes have been increasing steadily. We are sure fm will become a regular part of the Switzerland Cheese Association's advertising program." • • •

19

Texaco Inc.

Agency: Cunningham & Walsh, New York
Product: Texaco gas and oil
Marketing Objective: *Public service programming to create good will and establish a corporate image.*
Radio Solution: *Sponsor the Saturday afternoon Metropolitan Opera broadcasts.*

(Digested from U.S. RADIO, May 1960, p. 53)

THE unusual partnership between one of America's largest oil companies and her most famous opera house, the Metropolitan in New York, began on December 7, 1940, when Texaco took over the sponsorship of the Saturday afternoon opera broadcasts. During the two subsequent decades, it is estimated that the firm has expended more than $10 million to bring opera to the American public. Approximately 12 million persons tuned in regularly during the 25-week season, which was run on 191 stations over the CBS network. (Texaco is currently using a "network" of local am and fm stations to carry the operacasts.)

Just what did Texaco expect to get out of these broadcasts? The answer was relatively simple—good will—that leads people to Texaco dealer service stations.

Public Service

Perhaps the most remarkable feature of this romance with the opera was that Texaco exchanged its millions of dollars for less than a minute-and-a-half of commercial time during the whole of each of the three-to-five hour broadcasts.

Such long-term dedicated devotion to the public service becomes even more impressive in the light of Texaco's easy admission that it possesses no accurate method to pinpoint the precise relationship between opera listening and product purchasing.

The firm and its agency, Cunningham & Walsh, must rely principally on thousands of letters and cards received each season from satisfied opera fans—many of whom take the opportunity to express their loyalty and gratitude to the company which so faithfully brings to America music that was once the private preserve of a comparatively small group of Met patrons.

Cultural Gains

On a broader scale, Texaco has accomplished far more than improving its own corporate image and sales graph, more than making opera available to confirmed opera lovers. During the last 20 years, Texaco's greatest contribution undoubtedly has been to provide a touchstone for the changing musical tastes of millions of Americans. Interest in opera and good music is definitely on the increase.

Texaco's public service endeavors on behalf of the opera have also extended into the field of fund raising. Through the medium of the Saturday broadcasts, the Met has been able to appeal directly to the public for financial support with very gratifying results. Last year, for example, broadcast appeals resulted in 2,225 five-dollar national memberships in the Metropolitan Guild, and 2,187 one-dollar trial subscriptions to the "Opera News." In addition, Texaco itself has made substantial contributions to the opera for which it is reluctant to take any credit.

Under the direction of producer Geraldine Souvaine, Texaco developed a series of intermission features that contained a wealth of information about opera in general, and that Saturday's performance in particular. In order of airing, they were the *Opera News On The Air,* Texaco's *Opera Quiz,* and Texaco's *Roving Reporter* with Clifton Fadiman. The announcer was Milton Cross who, in addition to his other chores, gave story synopses before each act.

Although Texaco's opera sponsorship has been intended and accepted as an almost pure example of public service since 1940, it would seem that in radio, as elsewhere, virtue is often its own reward.

Loyal Listeners

Witness this typical letter received from an opera lover in St. Petersburg, Fla.:

"Please add my distant handclap to the general applause for the magnificent performance of *Tristan and Isolde* at the Metropolitan this afternoon. I hope you realize that in these days there may be many of us who prefer good live music and opera to tv westerns, or even a football game.

"And just to show that it is worthwhile commercially, I shall feel obligated from now on to switch to Texaco as a means of paying my subscription ticket to today's and future Metropolitan broadcasts."

It is perhaps through such letters that Texaco has discovered that enlightened public service may often be the key to substantial profit as well. • • •

20

Wm. Underwood Co.

Agency: Kenyon & Eckhardt Inc., Boston
Product: Deviled ham
Marketing Objective: *To expand national sales and promote the product as a quality item.*
Radio Solution: *Purchase of a 33-week network radio schedule after a two-year test in regional markets.*

(Digested from U.S. RADIO, January 1960, p. 32)

AFTER two years of nibbling at radio in test campaigns, the Wm. Underwood Co., reportedly the largest seller of deviled ham in the world, took a full-sized bite into national radio in 1960 for its Red Devil brand.

The company had its first taste of sound in 1958 and a second one in 1959, apparently to confirm its earlier inclinations. The trial was pleasing enough for Underwood to take a slice of *Arthur Godfrey Time* over CBS for most of 1960. The campaign cost $175,000 and ran 33 weeks on 199 stations.

Switch To Radio

Underwood, formerly a confirmed user of the magazine medium, made its decision to tell its story on radio after these tests convinced it that radio could sell their quality product. The company put an estimated $50,000 into each of the tests.

The first test ran in the summer of 1958 in the New England area. The results were enough to make the Red Devil prick up its ears. To prove it wasn't a fluke, however, the test was repeated in 1959.

"Since the per capita consumption of Underwood's deviled ham is greatest in New England, we figured that if sales results were satisfactory there, the prognosis for success of national radio advertising would be excellent," said Ellen Stillman, Underwood's account executive at Kenyon & Eckhardt Inc., Boston.

The campaigns were the same both years. Each ran for 13 weeks during the late spring and summer. A total of 500 spots a week were scattered on stations throughout the New England area, averaging 20 to 30 spots a station. The company maintained its magazine schedule in New England as it did in the rest of the country. No other additions to any part of the advertising schedule were made. The only difference between the New England markets and the rest of the country, therefore, was radio

The results both years, according to Underwood's marketing manager, James D. Wells, were "outstanding sales increases in areas where people already bought lots of Underwood Deviled Ham."

So successful, in fact, were the test campaigns, that Underwood decided on the 33-week participation on the Arthur Godfrey program, the company's first network buy. It was felt, according to Mr. Wells, that this would offer the best possible national coverage for the product. Underwood bought a 10-minute segment once a week.

Selecting A Show

Why the Arthur Godfrey show?

Before selecting a show, Underwood was undecided whether to use a humorous copy approach (as in both test campaigns) or one that relied on a personality. It was Mr. Godfrey's proved sales ability that attracted Underwood to the personality approach. "We were convinced," said Mr. Wells, "that Arthur Godfrey's remarkable ability to make a strong product presentation would be highly effective in selling Underwood Deviled Ham."

It was interesting to note, Miss Stillman pointed out, that after Underwood decided on Arthur Godfrey, it had to sell him on the product. "He will only take a product he is sold on, so that he can mean what he says in his sales talk. The prestige from this kind of discrimination could only add to the quality image that Underwood wanted to portray," according to Miss Stillman.

Ad Budget Increased

Underwood's advertising budget was increased to allow for the radio buy. Its magazine schedule was continued, but radio became an integral part of 1960 radio plans, rather than a supplement.

The Underwood advertising story has two parts. One concerns the variety of uses to which deviled ham can be put. The other concerns the quality of the product. The job of the magazines, according to Miss Stillman, was to show the many different ways in which the ham can be used. Radio, while also suggesting uses, put stronger emphasis on quality.

The use of national radio in 1960 paralleled Underwood's growing concern for expansion and its interest in progressive marketing practices. • • •

21

Western Mineral Products Co.

Agency: Placed direct, Minneapolis, Minn.
Product: Zonolite (insulation material)
Marketing Objective: *Shore up sagging sales of insulation materials.*
Radio Solution: *Extensive use of local radio for the first time.*

(Digested from U. S. RADIO, January 1960, p. 28)

IN 1949, Western Mineral Products Co., Minneapolis, manufacturing distributors of Zonolite insulation materials, was struggling to reverse a downward sales trend in the industry. At that time, Harvey W. Steiff, vice president in charge of sales, decided that a concentrated campaign on radio would not only maintain but increase insulation business.

In 1960, Western Mineral, its distributors and dealers ran campaigns on 106 stations in nine states. The frequencies of the spots averaged 10 to 15 a week, with most of the activity concentrated in a mid-September through January period.

The amount of money spent in radio by Western Mineral itself has increased 500 percent since 1949, when the firm took its first step into the medium. The company co-ops on a 50-50 basis with its distributors. In addition, 155 dealers paid their own time costs for local campaigns.

"The decision to go into radio as an advertising medium," Mr. Steiff said, "went against the generally accepted feeling in the building materials industry that radio couldn't sell its products. However, we felt that local radio could reach our potential customers.

"In order to get the most mileage out of our radio efforts, radio personalities were featured in Zonolite newspaper mats, national magazine advertising, outdoor billboards and point-of-sale displays. The additional prestige that came from these campaigns was another factor in getting many dealers to participate in radio," according to Mr. Steiff.

The 1949 campaign not only halted the drop in sales but broke all existing sales records for Western Mineral, according to the company. Zonolite spots were placed on 75 stations in the upper mid-west territory the company services.

The dramatic results of Western Mineral's first venture into radio, Mr. Steiff pointed out, warranted continued use of the medium.

Western Mineral limited its own radio buys to full power stations in 35 key markets in the nine midwestern states which comprise its sales territory. These spots provided an "umbrella" for the local spots and shows sponsored by the company's distributors and dealers.

Responsibility for placing local campaigns was placed with the individual distributors. However, the firm supplied complete assistance to its distributors.

"Our local dealers," Mr. Steiff said, "adopted our flexible attitude about programs. The end result was a wide variety of time buys. Many spots were used on early morning farm hour shows, high school basketball game broadcasts and newscasts."

Future campaigns will use more radio than ever before, Mr. Steiff forecast, basing his optimism on dealer reports. "When the Independent Lumber Co. in Sioux Falls, S.D., went on the air, it doubled its sales over the previous year. The Central Lumber Co., Stillwater, Minn., went on a local station with a concentrated campaign of several spots a day, and sold more Zonolite in 10 days than it had ever sold in 12 months. Let me assure you that results of this kind did not go unnoticed by other dealers in our territory."

Western Mineral Products has come to look upon the medium as a basic part of all its advertising and promotion activities. Radio's ability to permit the firm to blanket its territory, and still allow local distributors and dealers to pinpoint their markets, and mold the campaigns to their individual requirements, has proved to be a potent combination that pays off handsomely at the cash register. • • •

KWBB

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5 Years Leadership!
Top Air-Sales Personalities
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DOMINATES
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KFMB RADIO SAN DIEGO

A TRANSCONTINENT STATION

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Edward Petry & Co., Inc.

The Original Station Representative



- **National Spot Radio Representatives, Their Executives, Offices, Stations 87**
- **National Networks and Their Top Executives 97**

Representatives & Their Stations; Networks

National Spot Radio Representatives

The following information is supplied by each national representative. It includes each firm's top executives, addresses and phone numbers of offices and stations represented.

AM RADIO SALES

New York—666 Fifth Ave., Pl 7-4567, Wilmot Losee, gen. mgr. Chicago—400 N. Michigan Ave., Mo 4-6555, Jerry Glynn Jr., v.p.-midwest mgr. Detroit—2161 Penobscot Bldg., Wo 5-6454, Los Angeles—5939 Sunset Blvd., Ho 5-0695, Ray Taylor, mgr. San Francisco—950 California St., Ga 1-0716, Kenneth Carey, mgr.

Radio Stations:

Portland, Ore., KEX; Chicago, WIND; Cleveland, KYW; Pittsburgh, KDKA; Fort Wayne, Ind., WOWO; Boston, WBZ; New York, WMCA; Minneapolis, WLOL; Detroit, WCAR; Cincinnati, WCKY; San Francisco, KSFO; Seattle, KVI; Los Angeles, KMPC.

AVERY-KNODEL INC.

New York—720 Fifth Ave., Pl 7-1800, Lewis Avery, pres.; John Tormey, v.p.-radio sls. Chicago—3125 Prudential Plaza, Wh 4-6869, J. W. Knodel, exec. v.p.; Roger O'Sullivan, v.p.-radio sls. San Francisco—369 Pine St., Yu 1-2345, Paul Holter. Los Angeles—3325 Wilshire Blvd., Du 5-6394, William Moore. Atlanta—41 Marietta St., Ja 3-2545, Charles Bldg., Ri 7-7761, Wallis Ivy Jr. Detroit—2226 Guardian Bldg., Wo 1-9607.

CHARLES BERNARD & CO.

New York—730 Fifth Ave., Ci 6-7242, Charles Bernard, pres. Atlanta—401 William Oliver Bldg., Ja 4-0454, Harry Cannon, mgr. Baltimore—New Howard Hotel, N. Howard St., Le 9-1680, Miss L. Wentworth, mgr. Chicago—6533 N. Sheridan Rd., Ro 1-4340, Julian Portman, mgr. Los Angeles—672 S. Lafayette Park Pl., Du 2-3200, Harlan Oakes, mgr. San Francisco—260 Kearny St., Ex 7-4827, Ed Gamrin, mgr.

Radio Stations:

Baltimore, WBMD; Salt Lake City, KSOP; Chambersburg, Pa., WCBG; Augusta, Ga., WGUS; Atlanta, WTJH; Orlando, WHIY; Tallahassee, WRFB; Miami, WMIE; Deland-Daytona Beach, WOOO; Jacksonville, WQIK; Tampa, WHBO; Smithfield, N. C., WMPM; Raleigh, WSHE; Charlotte, N. C., WKTC; Nashville, WENO; Memphis, KWAM; Birmingham, Ala., WYAM; Louisville, Ky., WTMT; Charleroi, Pa., WESA; Denver, KLAK; Shreveport, La., KCIJ; Baton Rouge, La., WYNK; Fort Worth-Dallas, KCUL; Houston, KRCT; Phoenix, KHAT; Charleston, W. Va., WTIP; Norfolk, Va., WCMS; Warrenton, Va., WKCW; Washington, D. C., WARL; Kansas City, KCKN; Bakersfield, Calif., KUZZ; Knoxville, Tenn., WKXV; South Hill, Va., WJWS; Chicago, WTAQ; Apollo, Pa., WAVL; Atlantic City, WLDB; Annapolis, Md., WABW; Palm Beach, WQXT; Utica-Rome-Remsen, N. Y., WREM;* Tucson, KMOP;* Omaha, KOOO;* Oklahoma City, KLPR;* Spokane, KPEG;* Lubbock, Tex., KDAV;* Amarillo, Tex., KZIP;* Colorado Springs, Colo., KPIK;* Ocala, Fla., WMOP;*

(*Represented only as part of Country Music Network.)

JOHN BLAIR & CO.

New York—717 Fifth Ave., Pl 2-0400, John Blair, pres.; Arthur McCoy, exec. v.p.; Clifford Barborka, v.p.-creative & marketing services div.; Ward Dorrell, v.p.-research dir. Chicago—520 N. Michigan Ave., Su 7-2300. Thomas Harrison, v.p. Detroit—617 Book Bldg., Wo 1-6030, Charles Fritz. Boston—118 Newbury St., Ke 6-1472, Ernest Kitchen. Los Angeles—3460 Wilshire Blvd.,

Du 7-1333, Charleton Coveny, v.p. San Francisco—155 Sansome St., Do 2-3188, Heber Smith Jr. St. Louis—937 Paul Brown Bldg., Ch 1-5686, Carlos Reese. Atlanta—101 Marietta St., Ja 5-6482, Charles Dilcher. Dallas—3028 Southland Center Bldg., Ri 1-4228, Frank Carter. Seattle—3319 White-Henry-Stuart Bldg., Ma 3-6270, John Burr. Philadelphia—1617 Pennsylvania Blvd., Lo 8-0290, Henry Chadwick.

Radio Stations:

New York, WABC; Los Angeles, KFWB; Chicago, WLS; Philadelphia, WFIL; Detroit, WXYZ; Boston, WHDH; San Francisco, KGO; Pittsburgh, WWSW; St. Louis, KXOK; Washington, D. C., WWDC; Cleveland, WHK; Baltimore, WFBR; Dallas-Fort Worth, KLIF-KFJZ; Minneapolis, WDGY; Seattle, KING; Houston, KILT; Miami, WQAM; Milwaukee, WOKY; Providence, R. I., WPRO; Kansas City, WHB; Cincinnati, WCPO; San Diego, KCBQ; Denver, KTLN; New Orleans, WDSU; Portland, Ore., KGW; Tampa, WFLA; Norfolk, WGH; Louisville, WAKY; Indianapolis, WIBC; San Antonio, KTSA; Columbus, O., WBNS; Phoenix, Ariz., KOY; Albany, WTRY; Memphis, WMC; Rochester, N. Y., WBBF; Syracuse, N. Y., WNDR; Oklahoma City, KOMA; Jacksonville, Fla., WMBR; Omaha, WOW; Tulsa, KRMG; Salt Lake City, KSL; Fresno, KFRE; Knoxville, WNOX; Wheeling, W. Va., WWVA; Wichita, KFH; Orlando, Fla., WDBO; Shreveport, La., KEEL; Binghamton, N. Y., WNBF; Bismarck, N. D., KFYR.

BOLLING CO.

New York—247 Park Ave., Yu 6-4545; George Bolling, pres.; Robert H. Bolling, treas.; G. William Bolling, pres.-radio div.; Arthur Miller Jr., radio sls. mgr. Chicago—435 N. Michigan Ave., Wh 3-2040, Ralph Kelley, mgr. Boston—80 Boylston St., Hu 2-0436, Miss Norma Walsh, mgr. Dallas—1008 Vaughn Bldg., Ri 8-2172; Thomas Murphy, mgr. Denver—260 Denver Club Bldg., Ch 4-7463, Mary Briley, mgr. Detroit—1761 First National Bank Bldg., Wo 2-6265, Larry Gentile, mgr. Kansas City—KMBC Bldg., Gr 1-7822, Eugene Gray, mgr. Los Angeles—1680 N. Vine St., Ho 2-6471, William Reitmann, mgr. Memphis—2158 Union Ave Bldg., Br 2-7503, Cecil Beaver, mgr. Minneapolis—1102 Northwestern Bank Bldg., Fe 3-4747, James Bowden, mgr. St. Louis—705 Olive St., Cl 1-4350, Gene Gray, mgr. San Francisco—5 Third St., Gr 1-6740, John Coy, mgr. Atlanta—254 East Paces Ferry Rd., N.E., Cecil Beaver, mgr.

Radio Stations:

Allentown, Pa., WSAN; Amarillo, KBUY; Austin, KOKE; El Paso, KROD; Escanaba, Mich., WDBC; Evansville, Ind., WJPS; Great Falls, Mont., KFBB; Harrisburg, Pa., WHP; Mount Kisco, N. Y., WVIP;* New Rochelle, N. Y., WVOX;* Garden City, N. Y., WFYI;* Saugerties, N. Y., WGHQ;* Jackson, Miss., WRBC; Knoxville, WKGN; Lowell, Mass., WLLH; Massena, N. Y., WMSA; Memphis, WDIA; Minneapolis, KRSI; Mobile, WALA; New Bedford, Mass., WBSM; Odessa, Tex., KOSA; Paducah, Ky., WYKB; Richmond, Va., WMBG; San Bernardino, Calif., KRNO; Shenandoah, Ia., KFNF; Springfield, Mass., WMAS; Terre Haute, Ind., WTHI; Waterloo, Ia., KXEL; Wilmington, Del., WILM; Wichita Falls, Tex., KTRN; Watertown, N. Y., WCNY. (*Denotes Herald-Tribune Radio Network.)

BRANHAM CO.

New York—99 Park Ave., Mu 2-4606, Joseph F. Timlin, exec. v.p.; Thomas B. Campbell, v.p.; W. B. Taylor Eldon, mgr. Chicago—360 N. Michigan Ave., Ce 6-5726, Eugene F. Corcoran, pres.; Lewis S. Greenberg, v.p. & treas.; John Murphy, mgr. Detroit—General Motors Bldg., Tr 1-0440, Fred A. Weber. Atlanta—Rhodes-Haverty Bldg., Ja 2-3025; H. L. Ralls, v.p. Charlotte—Liberty Life Bldg., Ed 2-8839, Bertram C. Finch. Minneapolis—Northwestern Bank Bldg., Fe 2-6522, Robert L. Brockman. Dallas—Fidelity Union Life Bldg., Ri 8-5831, George Harding, v.p. St. Louis—1015 Locust St., Ch 1-6192, John J. Schwarz. Memphis—Sterick Bldg., Ja 6-2344, Sidney L. Nichols. San Francisco—703 Market St., Yu 2-1582, Peter Childs. Los Angeles—6399 Wilshire Blvd., Ol 3-6363, Norman E. Noyes. Miami—196 N.E. 29th Terrace, Fr 9-4685, Dan Gattoni.

Radio Stations:

Albany, N. Y., WOKO; Albuquerque, KGGM; Atlanta, WGST; Beaumont, Tex., KRKC; Cedar Rapids, Ia., KCRG; Charleston, S. C., WTMA; Chattanooga, WDEF; Colorado Springs, KRDO; Corpus Christi, Tex., KSIX; Dallas, KRLD; Duluth, Minn., WEBC; Elkhart, Ind., WTRC; Ft. Wayne, Ind., WKJG; Jackson, Tenn., WTJS; Los Angeles, KGIL; Macon, Ga., WNEX; Mason City, Ia., KGLO; Quincy, Ill., WTAD; Santa Fe, N. M., KVSF; Springfield, Mass., WHYN; Washington, D. C., WPIK; Lubbock, Tex., KDUB;* Clovis, N. M., KVER.* (*Member West Texas Radio Network.)

BROADCAST TIME SALES

New York—509 Madison Ave., Mu 8-1910, Carl Schuele, pres.; Mort Bassett, exec v.p.; Peter Theg, v.p.-new business development. Chicago—333 N. Michigan Ave., St 2-1105, Earl Glickman, mgr. San Francisco—681 Market St., Su 1-8656, Ward Glenn, mgr. Los Angeles—1540 N. Highland, Ho 5-1755, Ho 5-8884. Philadelphia—123 S. Broad, Pe 5-3432.

Radio Stations:

Asheville, N. C., WISE; Baltimore, WAYE; Boston, WCRB;* Charlotte, WAYS; Cincinnati, WZIP;* Columbus, O., WMNI;* Dallas, KIXL;* Dayton, O., WAVI;* Flint, Mich., WTRX; Ft. Worth, KJIM;* Greensboro, N. C., WCOG; Kalamazoo, Mich., WKMI; Louisville, Ky., WKYW;* Miami, WVCG;* Milwaukee, WMIL; Minneapolis, WPBC;* New York, WVNJ;* Oklahoma City, KJEM;* Philadelphia, WJMJ;* Pittsburgh, WMCK; Portland, Ore., KGON;* San Francisco, KYA; Seattle, KTIX;* St. Louis, KXEN;* Toledo, O., WTOD; Washington, D. C., WEAM; Wilmington, N. C., KWLM. (*Better Music Broadcasters.)

BURN-SMITH CO.

New York—19 W. 44th St., Mu 2-3124, C. Stanley Bailey, v.p., eastern mgr. Chicago—307 N. Michigan Ave., Ce 6-4437, John A. Toothill, pres., western mgr. Los Angeles—672 S. Lafayette Park Place, Du 2-3200, Harlan G. Oakes, Pacific Coast mgr. San Francisco—260 Kearney St., Ex 7-4827. Edward Gamrin, mgr.

Radio Stations:

Forrest City, Ark.—KXJK; Jonesboro, Ark.—KBTM; Bakersfield, Calif.—KPMC; Vero Beach, Fla.—WAXE; Panama City, Fla.—WTHR; Danville, Ill.—WITY; Galesburg, Ill.—WAIK; Marion, Ind.—WMRI; Terre Haute, Ind.—WMFT; Bowling Green, Ky.—WLBJ; Harlan, Ky.—WHLN; Cumberland, Md.—WTBO; Hagerstown, Md.—WJEJ; Salisbury, Md.—WBOC; Elmira, N. Y.—WELM; Buffalo-Niagara Falls—WJJL; Jamestown, N. Y.—WJOC; Kingston, N. Y.—WBAZ; Watertown, N. Y.—WOTT; Fayetteville, N. C.—WFLB; High Point, N. C.—WMFR; Rocky Mount, N. C.—WEED; Winston-Salem, N. C.—WAIR; Wilmington, N. C.—WMFD; Bellefontaine, O.—WOHP; Bradford, Pa.—WESB; Columbia, Pa.—WCOY; Lebanon, Pa.—WLBR; Lewiston, Pa.—WMRF; Mexico, Pa.—WJUN; Uniontown, Pa.—WMBS; Wilkes-Barre, Pa.—WBAX; Williamsport, Pa.—WWPA; Greenville, S. C.—WMBR; Bristol, Tenn.—WOPI; Columbia, Tenn.—WKRM; Kingsport, Tenn.—WKPT; Lynchburg, Va.—WWOD; Roanoke, Va.—WRIS; Beckley, W. Va.—WJLS; Clarksburg, W. Va.—WHAR; Appleton, Wis.—WHBY; Sheboygan, Wis.—WHBL.

CBS RADIO SPOT SALES

New York—485 Madison Ave., Pl 1-2345, Milton Allison, v.p.-gen. mgr.; Ralph Glazer, eastern sales mgr. Chicago—630 N. McClurg Court, Wh 4-6000, Thomas Peterson, western sls. mgr. Hollywood—6121 Sunset Blvd., Ho 9-1212, Roland McClure, sls. mgr. San Francisco—Sheraton-Palace Hotel, Yu 2-7000, Joseph Marshall, sls. mgr. Detroit—932 Fisher Bldg., Tr 2-5500. Ralph Patt, Jr., sls. mgr. Atlanta—805 Peachtree St. N.E., Tr 4-4407, George Crumbley, Jr., sls. mgr. St. Louis—1144 Hampton Ave., Mi 7-5500, Eugene Myers, sls. mgr.

Radio Stations:

San Francisco, KCBS; St. Louis, KMOX; Hollywood, KNX; Chicago, WBBM; New York, WCBS; Boston, WEEI; Philadelphia, WCAU; Charlotte, N. C., WBT; Minneapolis, WCCO; Washington, D. C., WTOP; Portland, Ore., KOIN.

HENRY I. CHRISTAL CO.

New York—579 Fifth Ave., Mu 8-4414, Henry I. Christal, pres.; Irvin Gross, v.p.; Philbin S. Flanagan, eastern sales mgr. Detroit—2107 Book Bldg., Wo 3-2365, Joseph Spadea, mgr. Chicago—333 N. Michigan Ave., Ce 6-6357, Neil Cline, mgr. San Francisco—1569 Russ Bldg., Yu 2-1204, Richard Green, mgr. Boston—581 Boylston St., Co 7-1180, Richard Keating, mgr. Atlanta—972 Peachtree St., Tr 5-9311, Neal Robbins, mgr.

Great Moments



on a Great Radio Station



KMOX Radio outweighs all other St. Louis media in community impact!

The language was unfamiliar, but the sound was universal—the piping voice of a three-year-old singing his first song. In that moment, half a world of differences melted away. Because of young Tran-Van-Anh's song, Laos would never again be just a place on a map, nor its people nameless millions. Life among Tran-Van-Anh's people, in Communist-pressed Indochina, is brought home to KMOX Radio listeners through "Operation Medico"—a weekly report by Dr. Thomas Dooley, a St. Louis physician, on his mission to Laos. This is another example of the programming scope of the "Voice of St. Louis"—a voice that never talks down to its audience.

KMOX RADIO

50,000 WATTS, REPRESENTED BY CBS RADIO SPOT SALES

CBS IN ST. LOUIS

Radio Stations:

Los Angeles, KFI; Denver, KOA; Little Rock, KTHS; Shreveport, La., KWKH; Birmingham, Ala., WAPI; Buffalo, N. Y., WBEN; Cleveland, WGAR; Schenectady, N. Y., WGY; Rochester, N. Y., WHAM; Louisville, WHAS; Detroit, WJR; Syracuse, N. Y., WSYR; Worcester, Mass., WTAG; Hartford, Conn., WTIC; Milwaukee, WTMJ; Nashville, WSM.

THOMAS F. CLARK CO.

New York—230 Park Ave., Or 9-5866, Jack Boyd. Chicago—35 E. Wacker Dr., St 2-8196, Paul V. Elsberry. Detroit—658 Book Bldg., Wo 1-6036, Paul Pequinot. Atlanta—401 William-Oliver Bldg., Ja 4-0454, Harry J. Cannon. San Francisco—166 Geary St., Yu 6-9621, Don R. Pickens.

DONALD COOKE INC.

New York—666 Fifth Ave., Ju 2-2727, Donald Cooke, pres. Beverly Hills—111 N. La Cienega Blvd., Ol 2-1313. Mr. Lee O'Connell. Chicago—205 W. Wacker Dr., St 2-5096, Hooper Jones. San Francisco—681 Market St., Ted Hall.

Radio Stations:

Los Angeles, KRLA; Lakeland, Fla., WONN; St. Petersburg-Tampa. WPIN; Detroit-Mt. Clemens, WBRB; Coldwater, Mich., WTVB; Alexandria, Minn., KXRA; Crookston, Minn., KROX; Morris, Minn., KMRS; Ortonville, Minn., KDIO; Butte, Mont., KBOW; Kalispell, Mont., KGEZ; Corning, N. Y., WCLI; Geneva, N. Y., WGVA; Newport, N. H., WCNL; Charlotte, WKTC; Tiffin, O., WTTF; Eugene, Ore., KASH; Allentown-Bethlehem, WGPA; Scranton-Carbondale, WCDL; Erie, Pa., WLFW; Williamsport, Pa., WLYC; Columbia, S. C., WCAY; Myrtle Beach, S. C., WMYB; Georgetown, S. C., WGTN; Sioux Falls, S. D., KSID; Gonzales, Tex., KCTI; Longview, Tex., KFRO; Waynesboro, Va., WABY.

DEVNEY-O'CONNELL INC.

New York—535 Fifth Ave., Yu 6-4390, Edward J. Devney, pres.; Richard O'Connell, exec. v.p.; Arthur O'Connor, sls. mgr. Chicago—185 N. Wabash Ave., St 2-5282, John K. Markey. Hollywood—5746 Sunset Blvd., Ho 2-4253, James G. Gates. San Francisco—681 Market St., Ex 2-1507, Theo. B. Hall.

BOB DORE ASSOCIATES

New York—420 Madison Ave., Pl 3-8370, Bob Dore, pres.; Don Waterman, exec. v.p. Chicago—435 N. Michigan Ave., 467-5997, Clem O'Neill. San Francisco—681 Market St., Ex 7-7457, Dave Sandeberg. Hollywood—5746 Sunset Blvd., Ho 2-6989, Jim Gates.

Radio Stations:

Mobile, Ala., WMOZ; San Francisco, KSAN; Washington, D. C., WPGC; Pensacola, WPFA; Athens. Ga., WRFC; Atlanta, WERD; Macon, Ga., WCRY; Valdosta, Ga., WGOV; Lawrence, Mass., WCCM; Detroit, WCHB; Escanaba, Mich., WDBC; Reno, KDOT; Albuquerque, KLOS; Durham-Raleigh, WSRC; Winston-Salem, WAAA; Camden, N. J., WKDN; Buffalo, N. Y., WNIA; Charleston, S. C., WPAL; Columbia, S. C., WOIC; Florence, S. C., WYNN; Yankton, S. D., KYNT.

ROBERT E. EASTMAN & CO.

New York—527 Madison Ave., Pl 9-7760, Robert Eastman, pres.; Joseph Cuff, eastern sls. mgr. Chicago—333 N. Michigan Ave., Fi 6-7640, Richard Arbuckle, exec. v.p.; George Dubinetz, v.p. San Francisco—1043 Russ Bldg., Yu 2-9760, Richard Schutte, v.p. Dallas—1606 Two-Eleven North Ervay Bldg., Ri 7-0095, Al Carrell, mgr. St. Louis—Syndicate Trust Bldg., Ce 1-6055, Robert Maier, mgr. Los Angeles—Taft Bldg., Ho 4-7276, John Thackaberry, mgr. Detroit—1033 Book Bldg., Wo 5-5457. Frank Boyle, mgr. Atlanta—1430 W. Peachtree St. N.W., 875-7418, William Marseilles, mgr.

Radio Stations:

New York, WNEW; Detroit, CKLW; Boston, WEZE; St. Louis, WIL; Milwaukee, WRIT; New Orleans, WTIX; Akron-Canton, O., WHLO; Louisville, WKLO; Scranton-Wilkes-Barre, Pa., WARM; Tampa, WINQ; Dayton, WING; Albany, WPTR; Indianapolis, WXLW; Columbus, Ohio, WCOL; Norfolk-Portsmouth, WNOR; Phoenix, Ariz., KRIZ; Oklahoma City, KTOK; Rochester, N. Y., WVET; York, Pa., WSBA; Wilmington, Del., WAMS; Wichita, KLEO; Worcester, Mass., WORC; El Paso, KITY; Mobile, Ala., WABB; Little Rock, Ark., KXLR; Albuquerque, KQEO; Savannah, WSAV; Wichita Falls, Tex., KSYD.

EVERETT-McKINNEY INC.

New York—40 E. 49th St., Pl 3-9332, Max M. Everett, pres. Chicago—410 N. Michigan Ave., Su 7-9052, Thomas Buchanan, v.p. Beverly Hills—111 N. Cienega Blvd., Cr 5-2022, Lee O'Connell. San Francisco—681 Market St., Yu 6-1689, Ted Hall. Boston—401 Statler Office Bldg., Ha 6-2920, Charles Bell Jr.

Radio Stations:

Montgomery, Ala., WRMA; Norwich, Conn., WICH; Stamford, Conn., WSTC; Gainesville, Fla., WDVH; Augusta, Ga., WBBQ; Danville, Ill., WDAN; Marion, Ind., WBAT; Richmond, Ind., WKBV; Cedar Rapids, Ia., KPIG; Fort Dodge, Ia., KWMT; Sioux City, Ia., KTRI; Owensboro, Ky., WOMI; Alexandria, La., KSLY; Lewiston, Me., WLAM; Portland, Me., WJAB; Pittsfield, Mass., WBEC; Fitchburg, Mass., WFGM; Lowell, Mass., WCAP; Springfield, Mass., WACE; Detroit, WKMH; Ann Arbor, WPAG; Benton Harbor, Mich., WHFB; Grand Rapids, WLAV; Muskegon, Mich., WKBZ; Battle Creek, WELL; Flint, Mich., WKMF; Jackson, Mich., WKHM; Saginaw, Mich., WSAM; Bad Axe, Mich., WLEW; Port Huron, Mich., WHLS; Bemidji, Minn., KBUN; Clarksdale, Miss., WROX;* Columbus, Miss., WCBI;* Grenada, Miss., WNAG;* Meridian, Miss., WMOX;* Tupelo, Miss., WELO;* Lincoln, Neb., KLIN; Binghamton, N. Y., WINR; Elmira, N. Y., WENY; Olean, N. Y., WHDL; Poughkeepsie, WEOK; Rochester, N. Y., WHEC; Grand Forks, N. D., KILO; Corvallis, Ore., KFLY;** Eugene, Ore., KORE;** Salem, Ore., KSLM;** Bend, Ore., KGRL;*** Grants Pass, Ore., KAJO;*** Klamath Falls, Ore., KLAD;*** Roseburg, Ore., KQEN;*** Coos Bay, Ore., KYNG;*** Medford, Ore., KBOY;*** Burlington, Vt., WJOY; Waterbury, Vt., WDEV; Janesville, Wisc., WCLO; Kenosha, Wisc., WLIP; Appleton (Neenah, Menasha), Wisc., WNAM. (*Denotes member Mid-South Network; ** denotes member Tri-Mart Network; *** denotes member Jefferson Empire Group.)

FINE MUSIC HI-FI BROADCASTERS INC.

New York—8 W. 40th St., Br 9-3576, Robert E. Ward, pres.; Joel B. Fairfax, v.p.-dir. of sales; Kenneth C. Schwartz, sec.-treas. Chicago—410 S. Michigan Ave., Wa 2-1000, Howard Grafman. San Francisco—41 Sutter St., Yu 1-1199, Albert Chance.

Radio Stations:

New York, WBFM-FM; Brookfield, Conn., WGHF-FM; Wilmington, Del., WJBR-FM; Baltimore, WRBS-FM; Rocky Mount, N. C., WFMA-FM; Dallas, WRR-FM; Jackson, Miss., WJDX-FM; Toronto, CHFI-FM; Toledo, WTRT-FM; Detroit, WMZK-FM; Jackson, Mich., WBBC-FM; Chicago, WXFM-FM; Madison, Wis., WRVB-FM; Milwaukee, WBKV-FM; Denver, KTGM-FM; Seattle, KISW-FM; San Francisco, KPEN-FM; Palm Springs, KPSR-FM; Honolulu, KAIM-AM-FM; San Francisco, KJAZ-FM; San Jose, Calif., KRPM-FM; Walnut Creek, Calif., KWME-FM; Sacramento, KHIQ-FM; Los Angeles, KMLA-FM.

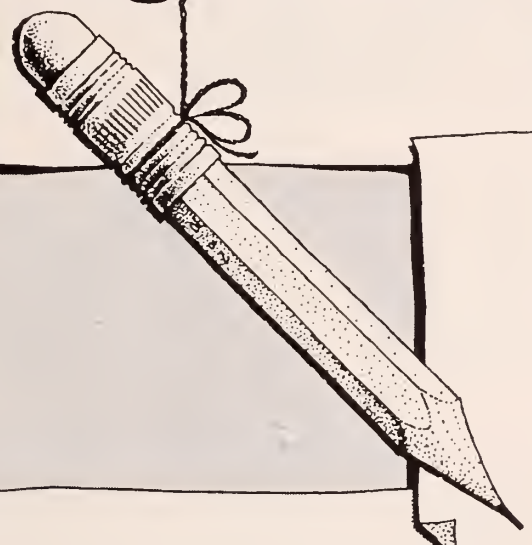
FORJOE & CO.

New York—230 Park Ave., Or 9-6820, Joseph Bloom, pres., Jack White, sls. mgr.; Herb Hahm, asst. sls. mgr. Chicago—435 N. Michigan Ave., De 7-3504, Robert A. Lazar, gen mgr. San Francisco—681 Market St., Su 1-7569, J. Merrill Pietila, mgr. Los Angeles—6362 Hollywood Blvd., Ho 2-1397, Joe Rolfe, mgr. Atlanta—1371 Peachtree St. N.E., Tr 5-0404, Robert W. Jensen, gen. mgr. Philadelphia—310 W. Glen Echo Rd., Ch 7-4510, Morton Lowenstein, mgr. Detroit—1761 National Bank Bldg., Wo 2-3524, Larry Gentile.

Radio Stations:

San Antonio, KAPE; Austin, KASE; Omaha, KBON; Tucson, KCEE; Lincoln, Neb., KLMS; Houston, KRCT; Shreveport, KSTL; Salt Lake City, KSXX; Davenport, Ia., KSTT; Portland, Ore., KWJJ; Chicago, WAAF; Macon, Ga., WBML; Virginia Beach, Va., WBOF; Hamden, Conn., WDEE; New Britain, Conn., WHAY; Memphis, WHER; Medford, Mass., WHIL; Baton Rouge, WIBR; Birmingham, Ala., WJLD; New Orleans, WJBW; New York, WLIB; Newark, N. J., WNTA; Chattanooga, WOGA; Pleasantville, N. J., WOND; Jacksonville, Fla., WQIK; Louisville, WTMT; Buffalo, WWOL; Topeka, Kan., KTOP. United Spot Sales: Palm Springs, Calif., KCMJ; Eureka, Calif., KDAN; Lake Charles, La., KLOU; Oxnard, Calif., KOXR; Bill-

figure on Detroit *in '61*



... and include the WWJ STATIONS in your figuring!

IMPORTANT **FACTS** ABOUT THE DETROIT STANDARD METROPOLITAN STATISTICAL AREA

48% *of Michigan's population*
50% *of Michigan's retail sales*
55% *of Michigan's drug store sales*
50% *of Michigan's food store sales*
60% *of Michigan's department store sales*

Important FACTS about the WWJ Stations' Coverage

Blanketing the Standard Metropolitan Area, Detroit's basic stations also cover southeastern Michigan, thrust deep into northwestern Ohio and western Ontario—a rich, big-spending market of over 7,000,000 people.

Sources: Sales Management Survey of Buying Power
Michigan Department of Revenue
Fifth Quinquennial Survey of the Detroit Market

WWJ AM and FM **RADIO**
Detroit's Basic Radio Station

NBC

WWJ-TV
Michigan's First Television Station

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

ings, Mont., KOYN; Bismark, N. D., KQDI; Minot, N. D., KQDY; Everett, Wash., KQTY; Lewiston, Idaho, KRLC; Ogden, Utah, KSVN; Great Falls, Mont., KUDI; Walla Walla, Wash., KUJ; Fargo, N. D., KUTT; Pensacola, Fla., WDEB; Fort Myers, Fla., WINK; Fort Pierce, Fla., WIRA; Shamokin, Pa., WISL; Melbourne, Fla., WMMB; West Warwick, R. I., WWRI.

GILL-PERNA INC.

New York—654 Madison Ave., Te 8-4740, Helen Gill, pres.; John J. Perna Jr., v.p. Chicago—75 East Wacker Dr., Fi 6-9393, Walter Beadell. Detroit—2915 Book Building, Wo 2-7022, Daniel W. Bowen. Los Angeles—730 South Western Ave., Du 7-4388, Bambie C. Harrington. San Francisco—57 Post St., Su 1-5568, Allan S. Young. Atlanta—401-2 William Oliver Bldg., Ja 4-0454, Harry J. Cannon. Boston—80 Boylston St., Li 2-6481, George Eckels.

GOOD MUSIC BROADCASTERS INC.

New York—355 Lexington Ave., Yu 6-2680, Herbert Groskin, national sls. mgr. Philadelphia—8200 Ridge Ave., Iv 2-6000.

Radio Stations:

Los Angeles, KDUO; Chicago, WEAW; Philadelphia, WFLN; Detroit, WDTM; San Francisco, KSFR; Pittsburgh, WLOA; St. Louis, WAMV; Houston, KHGM; Milwaukee, WFMR; Cincinnati, WKRC-FM; Kansas City, KCMK; Atlanta, WGKA; Miami, WAFM; New Orleans, WWMT; Tampa, WPKM; Columbus, O., WTVN-FM; Indianapolis, WFMS; San Antonio, KEEZ-FM; Norfolk, WRVC; Oklahoma City, KEFM; Omaha, KOIL-FM; Nashville, WFMB; Tulsa, KOCW; Tucson, Ariz., KFMM; Austin, KHFI; Pensacola, WPEX; Winston-Salem, N. C., WFMX.

H-R REPRESENTATIVES INC.

New York—375 Park Ave., Pl 9-6800, Frank Headley, pres. & treas., Frank Pellegrin, exec. v.p., James Alspaugh, v.p. in charge of radio, Miss Avery Gibson, v.p. in charge of sls. development. Chicago—35 E. Wacker Dr., Fi 6-6440, Dwight Reed, exec. v.p. Des Moines—509 Grand Ave., At 2-0201. Detroit—1065 Penobscot Bldg., Wo 1-4140. Los Angeles—6253 Hollywood Blvd., Ho 2-6453. Minneapolis—Northwestern Bank Bldg., Fe 8-7017. San Francisco—321 Bush St., Yu 2-5037. St. Louis—915 Olive St., Ch 1-4193. Atlanta—1182 Peachtree St. N.W., Tr 5-9539. Dallas—211 North Ervay Bldg., Ri 8-6035.

Radio Stations:

Asheville, WWNC; Atlanta, WAKE; Birmingham, WYDE; Boston, WNAC; Buffalo, WEBR; Chattanooga, WDXB; Cleveland, WDOK; Denver, KICN; Des Moines, KSO; Fort Wayne, Ind., WANE; Grand Island-Colby, Neb., KMMJ-KXXX; Harrisonburg, Va., WSVA; Houston, KXYZ; Indianapolis, WISH; LaCrosse, Wis., WKBH; Los Angeles, KHJ; Memphis, WHBQ; Miami, WSKP; Monroe, La., KNOE; New Haven, Conn., WELI; New York, WOR; West Coast and Southern only); Norfolk, WAVY; Raleigh, N. C., WRAL; Rockford, Ill., WROK; San Diego, KGB; San Francisco, KFRC; Scranton, Pa., WGBI; Seattle-Tacoma-Everett, Wash., KOL-KMO-KRKO; Sioux Falls, S. D., KELO; Spokane, Wash., KXLY; Washington, D. C., WMAL; Wichita Falls, Tex., KWFT.

THEO. B. HALL & CO.

San Francisco—681 Market St., Ex 2-1507, Ted Hall, pres. New York—230 Park Ave., OR 9-5866, Jack Boyd. Chicago—35 E. Wacker Dr., St 2-8196, Paul V. Elsberry. Detroit—658 Book Bldg., Wo 1-6036, Paul Pequinot. Atlanta—401 William Oliver Bldg., Ja 4-0454, Harry J. Cannon. Hollywood—5746 Sunset Blvd., Ho 2-4253, Jim Gates.

HEADLEY-REED CO.

New York—750 Third Ave., Yu 6-5800, John Wrath, pres.; I. N. Hardingham, senior v.p., Robert A. Schmid, exec. v.p; Kenneth H. Goldblatt, radio sls. mgr. Chicago—230 N. Michigan Ave., Fr 2-4686, William H. Shaw, v.p. Atlanta—800 Peachtree St. Bldg., Tr 4-2736, Frank A. Cason, Jr. Dallas—211 N. Ervay Bldg., Ri 8-7120, Charles H. Boland. St. Louis—915 Olive St., Ce 1-9151, Earl Gallagher. Hollywood—Taft Bldg., Hollywood & Vine, Ho 4-8248, Art Astor. Philadelphia—Philadelphia Bank Bldg., Lo 4-6027, Robert Dome. San Francisco—110 Sutter St., Yu 2-4912, James Ingram.

Radio Stations:

Fort Smith, Ark., KFSA; Chico, Calif., KHSL; Fresno, Calif., KYNO; Bakersfield, Calif., KBIS; Redding, Calif., KVCV; Jacksonville, Fla., WJAX; Columbus, Ga., WDAK; Cairo, Ill., WKRO; Freeport, Ill., WFRL; Fort Wayne, Ind., WGL; Wichita, Kan., KAKE; Boston, WORL; Fall River, Mass., WSAR; Cape Girardeau, Mo., KFVS; Jefferson City, Mo., KLIK; St. Joseph, Mo., KFEQ; St. Louis, KWK; Las Vegas, KORK; Reno, KOLO; Niagara Falls, N. Y., WHLD; Rochester, N. Y., WRVM; White Plains, N. Y., WFAS; Washington, N. C., WRRF; Dayton, O., WONE; Youngstown, O., WFMJ; Easton, Pa., WEEX; Lancaster, Pa., WLAN; Reading, Pa., WEEV; Scranton, Pa., WSCR; Wilkes-Barre, Pa., WBRE; Greenville, S. C., WESC; Rapid City, S. D., KOTA; Abilene, Tex., KRBC; Dallas, KVIL; McAllen, Tex., KRIO; Bristol, Va., WCYB; Norfolk, Va., WLOW; Madison, Wisc., WKOW; Milwaukee, WEMP; Washington, D. C., WQMR.

GEORGE P. HOLLINGBERY CO.

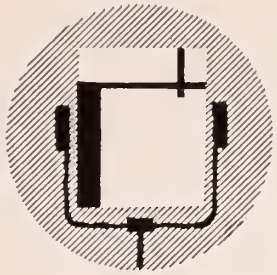
New York—500 Fifth Ave., Ox 5-5560, F. Edward Spencer Jr., vice chmn. board; Frederick F. Hague, pres., radio; Edward R. Eadeh, dir. sales development. Chicago—307 N. Michigan Ave., De 2-6060, George P. Hollingbery, chmn. board; Frank McCarthy, v.p. radio, mgr. Detroit—500 Griswold St., Wo 1-3555, Harry W. Betteridge, mgr. Atlanta—134 Peachtree St., N.W., Ja 4-8081, Richard N. Hunter, v.p., mgr. Dallas—211 N. Ervay, Ri 8-0057, George L. Pettett, mgr. Los Angeles—3325 Wilshire Blvd., Du 5-2071, Roy S. Edwards, v.p., mgr. San Francisco—110 Bush St., Yu 1-2110, George Hemmerle, mgr. Seattle—Tower Bldg., Ma 3-1868, Hugh Feltis, mgr.

GEORGE T. HOPEWELL INC.

New York—101 Park Ave., Le 2-3783, George T. Hopewell, pres.; Joseph S. Cannon, v.p. & gen. mgr. Chicago—205 W. Wacker Dr., St 2-5096, Hooper Jones; Betty Palmer. Beverly Hills—111 N. La Cienega Blvd., Ol 5-8326, Jim Walsh. Atlanta—1021 William Oliver Bldg., Ja 4-7088, Harry Cannon.

Radio Stations:

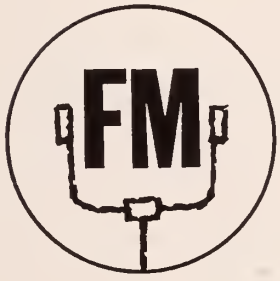
Brinkley, Ark., KBRI; Crossett, Ark., KAGH; DeQueen, Ark., KDQN; Ft. Smith/Van Buren, Ark., KFDF; Monticello, Ark., KHBM; Delta, Colo., KDTA; Loveland, Colo., KLOV; Salida, Colo., KVRH; Old Saybrook, Conn., WLIS; Seaford, Del., WSUX; Clewiston, Fla., WSUG; Ft. Walton Beach, Fla., WNUE; Lake City, Fla., WGRO; Milton, Fla., WSRA; Naples, Fla., WNOG; Sarasota, Fla., WYAK; Moultrie, Ga., WMGA; Rupert, Idaho, KAYT; Weiser, Idaho, KWEI; North Vernon, Ind., WOCH; Charles City, Ia., KCHA; Garden City, Kans., KNCO; Fulton, Ky., WFUL; Harrodsburg, Ky., WHBN; Hopkinsville, Ky., WKOA; Mt. Sterling, Ky., WMST; Williamsburg, Ky., WEZJ; Haynesville, La., KLUV; Minden, La., KASO; Monroe/West Monroe, La., KUZN; Shreveport, KBCL; Alma, Mich., WFYC; Charlotte, Mich., WCER; Ishpeming, Mich., WJPD; St. Johns, Mich., WJUD; Centreville, Miss., WGLC; Columbus, Miss., WACR; Iuka, Miss., WVOM; Macon, Miss., WMBC; Magee, Miss., WSJC; Picayune, Miss., WRJW; Vicksburg, Miss., WVIM; Caruthersville, Mo., KCRV; Clovis, N. M., KCLV; Little Falls, N. Y., WLFH; Port Jervis, N. Y., WDLC; Asheboro, N. C., WGWR; Farmville, N. C., WBTC; Lexington, N. C., WBUY; Mt. Airy, N. C., WSYD; The Dalles, Ore., KACI; Henryetta, Okla., KHEN; Connellsville, Pa., WCVI; South Williamsport, Pa., WMPT; Fountain Inn, S. C., WFIS; York, S. C., WYCL; Tazewell, Tenn., WNTT; Bay City, Tex., KIOX; Borger, Tex., KBBB; Bowie, Tex., KBAN; Carthage, Tex., KGAS; Clarksville, Tex., KCAR; Texas City, Tex., KTLW; Brigham City, Utah, KBUH; Logan, Utah, KLGN; Tooele City, Utah, KDYL; Bassett, Va., WODY; Clifton Forge, Va., WCFV; Fredericksburg, Va., WFLS; Princeton, W. Va., WLOH; Ronceverte, W. Va.; WRON; Menominie, Wisc., WMNE; Watertown, Wisc., WTTN; Colfax, Wash., KCLX.



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Radio Stations:

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KATZ AGENCY INC.

New York—666 Fifth Ave., Ju 2-9200, G. R. Katz, chmn.; Eugene Katz, pres.; Edward Codel, v.p.-client rel.; Morris Kellner, v.p.-radio sls. mgr.; Daniel Denenholz, v.p.-research & promo. Chicago—Prudential Plaza, Mo 4-7150. Detroit—3166 Penobscot Bldg., Wo 3-8420. Atlanta—1393 Peachtree St. N.E., Tr 5-1627. St. Louis—915 Olive St., Ce 1-1868. San Francisco—1823 Russ Bldg., Do 2-7628. Los Angeles—3325 Wilshire Blvd., Du 5-6284. Dallas—2006 Bryan St., Ri 1-4036. Minneapolis—2305 First National Bank Bldg., Fe 3-6201.

Radio Stations:

Amarillo, KGNC; Birmingham, WBRC; Cedar Rapids, Ia., WMT; Cincinnati, WKRC; Cleveland, WJW; Columbus, O., WTVN; Dallas, KBOX;* Denver, KLZ; Des Moines, KRNT; Detroit, WJBK; Flint, Mich., WFDF; Fort Worth, KNOL;* Grand Rapids, Mich., WOOD; Green Bay, Wis., WBAY; Houston, KNUZ;* Huntington, W. Va., WSAZ; Charleston, W. Va., WKAZ; Indianapolis, WFBM; Kansas City, KCMO; Los Angeles, KABC; Lubbock, Tex., KFYO; Memphis, WREC; Miami, WGBS; Minneapolis, WTCN; Nashville, WLAC; New Orleans, WWL; New York, WINS; Oklahoma City, WKY; Philadelphia, WIBG; Phoenix, Ariz., KPHO; Salt Lake City, KCPX; San Antonio, KONO;* San Diego, KFSD; San Francisco-Oakland, KEWB; Seattle, KOMO; Spokane, Wash., KHQ; Syracuse, N. Y., WHEN; Tampa, WDAE; Toledo, WSPD; Yankton, S. D., WNAX. (*Denotes member of Texas Quadrangle.)

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JACK MASLA & CO.

New York—40 E. 49th St., Pl 3-8571, Jack Masla, pres.; Alan Kramer, v.p. Chicago—75 E. Wacker Dr., Cc 6-7974, Donald A. Wolff, mgr. Kansas City—11th & Central, Gr 1-7822, Eugene F. Gray, mgr. St. Louis—705 Olive St., Ch 1-4350, Eugene F. Gray, mgr. San Francisco—249 Pine St., Ex 7-6187, Alan Torbet, Robert Allen, mgrs. Los Angeles—1213 N. Highland Ave., Ho 2-4939.

Radio Stations:

San Francisco, KSAY; Bridgeport, Conn., WNAB; New London, Conn., WNLC; Waterbury, Conn., WATR; Daytona Beach, Fla., WMFJ; Fort Lauderdale, Fla., WFTL; Jacksonville, WIVY; Pensacola, WNVY; West Palm Beach, Fla., WIRK; Honolulu, KPOI; Baton Rouge, La., WLCS; Boston, WBOS; Worcester, Mass., WAAB; Lansing, Mich., WJIM; Las Vegas, KENO; Babylon, N. Y., WGLI; Binghamton, N. Y., WKOP; Buffalo, WBNY; Ithaca, N. Y., WHCU; Newburgh, N. Y., WGNY; Plattsburg, N. Y., WEAV; Poughkeepsie, N. Y., WKIP; Portland, Ore., KWJJ; Chattanooga, Tenn., WDOD; Clarksville, Tenn., WJZM; Richmond, Va., WEET; Roanoke, Va., WROV.

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Radio Stations:

Phoenix, KRUX; Tucson, KTKT; Salinas, Calif., KSBW; Bakersfield, Calif., KAFY; Fresno, Calif., KEAP; Los Angeles, KLAC; Sacramento, KXOA; San Bernardino, KFXM; San Diego, KDEO; San Francisco, KABL; San Jose, Calif., KLIV; Stockton, Calif., KJOY; San Luis Obispo, Calif., KVEC; Denver, KOSI; New Haven, WNHC; Miami, WCKR; Orlando, Fla., WLOF; Atlanta, WAOK; Honolulu, KULA; Chicago, WCFL; Springfield, Ill., WMAY; Peoria, Ill., WIRL; Louisville, WINN; Baltimore, WBAL; Springfield, Mass., WTYM; Minneapolis-St. Paul, KDWB; Buffalo, WYSL; Akron, WAKR; Portland, Ore., KXL; Altoona, Pa., WFBG; Pittsburgh, WCAE; Providence, R. I., WLKW (scheduled to go on air Feb. 1, 1961); Nashville, WKDA; Amarillo, Tex., KIXZ; Seattle, KJR; Spokane, KNEW; Yakima, Wash., KIT; Wheeling, W. Va., WKWK.

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Radio Stations:

Wilmington, Del., WDEL; Keene, N. H., WKNE; Kingston, N. Y., WKNY; Utica, N. Y., WIBX; Easton, Pa., WEST; Harrisburg, Pa., WKBO; Johnstown, Pa., WJAC; Lancaster, Pa., WGAL; Scranton, Pa., WEJL; Williamsport, Pa., WRAK; York, Pa., WORK; Brattleboro, Vt., WKVT; Denver, KFML; Pueblo, Colo., KCSJ; Bloomington, Ind., WTTS; Champaign, Ill., WDWS; Albert Lea, Minn., KATE; Mankato, Minn., KYSM; Joplin, Mo., KFSB; North Platte, Neb., KODY; Albuquerque, KDEF; Roswell, N. M., KSWS; Grand Forks, N. D., KNOX; Newark, O., WCLT; Milwaukee, WFOX; Wausau, Wis., WSAU; Beloit, Wis., WGEZ; Tallahassee, Fla., WTAL; W. Palm Beach, WJNO; Lexington, Ky., WBLG; Lafayette, La., KVOL; Columbia, S. C., WCOS; Phoenix, Ariz., KUEQ; Tucson, Ariz., KCUB; Fresno, KMAK; Santa Ana, Calif., KWIZ; San Luis Obispo, Calif., KATY; Bend, Ore., KBND; Eugene, Ore., KUGN; Medford, Ore., KMED; Pendleton, Ore., KUMA; Roseburg, Ore., KRNR; Salem, Ore., KBZY; Seattle, KXA; Casper, Wyo., KTWO.

NATIONAL TIME SALES

New York—122 E. 42nd St., Mu 2-4500, Arthur Gordon, gen. sls. mgr. Chicago—new office, H. H. Harris, midwest sls. mgr. Los Angeles—672 S. Lafayette Park Pl., Du 2-3200, H. G. Oakes, western sls. mgr. San Francisco—260 Kearney St., Ex 7-4827, Ed Gamrin, mgr. Atlanta—1401 Peachtree St., N.E., Tr 5-9103, Barney Ochs, mgr.

Radio Stations:

Anchorage, Alaska, KBYR; El Paso, XEJ; Corpus Christi, Tex., KCCT; Brownsville, Tex., XEO; McAllen, Tex., XEOR; San Antonio, KUBO; Houston, KLVL; Laredo, Tex., XEAS; Fairbanks, Alaska, KFRB; Fresno, Calif., KGST; San Diego, XEXX; Los Angeles, KWKW; Denver, KFSC; Pueblo, Colo., KAPI; Calexico, Calif., XED; Rochester, N. H., WWNH; Juneau, Alaska, KJNO; Albuquerque, KABQ; Phoenix, KIFN; Tucson, KEVT; Tampa, WSOL; Pensacola, WBOP; Tuscaloosa, Ala., WTUG; Orlando, Fla., WOKB; Kingman, Ariz., KAAA; Portland, Ore., KLIQ.

NBC SPOT SALES

New York—RCA Bldg., Radio City, Ci 7-8300, Richard H. Close, v.p.; Frederick T. Lyons, dir., NBC Radio Spot Sales; Lewis P. Johnson, eastern div. mgr. Chicago—Merchandise Mart, Su 7-8300, Frank De Rose, central div. mgr. San Francisco—Taylor & O'Farrell Sts., Gr 4-8700, Edward H. Macauley, western div. mgr. Detroit—1165 Penobscot Bldg., Wo 1-1610, William Buschgen, mgr.

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DES MOINES is the heart of Iowa. It is the state's largest city. But its Metropolitan Area accounts for only about 9% of Iowa's retail sales.

In addition to Des Moines, there are seven other important metropolitan areas in the state. Together, these eight metropolitan areas account for approximately 38% of Iowa's consumer spendable income.

This means approximately 62% of Iowa's retail sales are made *outside* of *any* metropolitan area.

WHO Radio serves more than 800,000 radio homes in 96 of Iowa's 99 counties (*plus* a number of counties in neighboring states). 75% of all retail spending in Iowa is done in the areas you reach with WHO Radio. This remarkable area is WHO's "Iowa PLUS" . . . *America's 14th largest radio market!*

WHO Radio is alert, alive, aggressive! It *belongs* on any list designed to cover as much as the 14 largest radio markets. Ask PGW for all the supporting data. *(Source: SRDS—Oct. 1, 1960)*

IOWA POPULATION-DOLLAR DISTRIBUTION

	Population	% of State Population	CSI	% of State's CSI	Retail Sales ($000)	% of State's Sales
Des Moines Metro Areas	284,200	9%	581,160	12%	401,903	11%
Iowa's 8 Leading Metro Areas including Des Moines	943,600	33%	1,832,792	38%	1,259,097	36%
Remainder of Iowa	1,904,400	67%	2,975,489	62%	2,286,754	64%

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *Representatives*

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PETERS, GRIFFIN, WOODWARD INC.

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Rodio Stotions:

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Rodio Stotions:

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Corry, Pa., WOTR; Oil City, Pa., WKRZ; Saratoga Springs, N. Y., WSPN; Moundsville, W. Va., WMOD; Tulare, Calif., KGEN; Patchogue, N. Y., WPAC; Winchester, Va., WINC;* Mt. Jackson, Va., WSIG;* Fredericksburg, Va., WFVA;* Carlisle, Pa., WHYL;* Waynesboro, Pa., WAYZ;* Fisher, W. Va., WELD;* Bakersfield, Calif., KMAP (for Midwest and East Coast representation only); Pierre, S. D., KCCR; Centerville, Ia., KCOG; Baldwinsville, N. Y., WSEN; Palmdale-Lancaster, Calif., KUTY; Freeport, Ill., WFRL; Albion-Marshall, Mich., WALM; Sanford, Fla., WSFR; Anniston, Ala., WDNG; Montgomery, Ala., WAPX; Sarasota, Fla., WSAF; Greenville, Miss., WJPR; Okmulgee, Okla., KOKL; Portage-Johnstown, Pa., WWML; Scranton, WICK; Morristown, Tenn., WMTN; Fairmount, W. Va., WTCS; Weirton-Steubenville, W. Va., WEIR; Baltimore, WBAL-FM. (*Denotes member of Green Valley Group.)

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Rodio Stotions:

Montgomery, Ala., WCOV; San Jose, Calif., KITO; Jacksonville, Fla., WPDO; Tampa-St. Petersburg, WSUN; Albany, Ga., WALB; Peoria, Ill., WAAP; South Bend, Ind., WNDU; Lansing, Mich., WILS; Pontiac, Mich., WPON; Rochester, Minn., KROC; Kansas City, KBKC; Springfield, Mo., KGBX; St. Joseph, Mo., KUSN; Jamestown, N. Y., WJTN; Utica, N. Y., WTLB; Winston-Salem, N. C., WTOB; Canton, O., WHBC; Cleveland, WERE; Columbus, O., WVKO; Mansfield, O., WMAN; Sandusky, O., WLEC; Erie, Pa., WERC; Providence, R. I., WEAN; Abilene, Tex., KWKL; Austin, Tex., KVET; Lufkin, Tex., KTRE; Texarkana, Tex., KERC; Victoria, Tex., KTAL; Waco, Tex., KWTX; Enid, Okla., KGWA; Dixie Network (Tennessee); Tall Corn Network (Iowa); Paul Bunyon Network (Michigan); Goldman Network (New York State).

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WEED RADIO CORP.

New York—579 Fifth Ave., Pl 9-4700. Joseph J. Weed, v.p.; Edwin J. Fitzsimmons, v.p. & gen. mgr.; Winifred Schaefer, sls. promo. mgr. Chicago—Prudential Plaza, Wh 4-3434, C. C. Weed, pres.; Neal Weed Jr. Atlanta—1182 Peachtree, N.W., Tr 5-9539, Richard M. Walker, mgr. Boston-Statler Building, Hu 2-5677. Bob Reardon. Dallas—1507 Southland Center, Ri 2-5148, Clarke R. Brown, v.p. Denver—233 Guaranty Bank Bldg., Ta 5-7585, John L. McGuire. Detroit—1610 Book Bldg., Wo 1-2685. Bernard P. Pearse. Hollywood—6331 Hollywood Blvd., Ho 2-6676, Paul Kennedy. Houston—3520 Montrose Blvd., Ja 8-1601, Jack Eisele. New Orleans—910 Royal St., Ja 2-3917, Nancy Boyle. St. Louis—7603 Forsythe Blvd., Pa 7-7375, Jack Hetherington. San Francisco—625 Market St., Ex 7-0535, Boyd Rippey. Seattle—1001 Tower Bldg., Ma 4-6333, William J. Wagner. Portland, Ore.—807 Wilcox Bldg., H. S. Jacobson.

Radio Stotions:

Birmingham, Ala., WCRT; Little Rock, KLRA; Eureka, Calif., KINS; Fresno, Calif., KBIF; Los Angeles, KBIG & KBIQ (FM); Denver, KGMC; Fort Lauderdale, WWIL;

Jacksonville, Fla., WZOK; West Palm Beach, Fla., WEAT; Atlanta, WGUN; Boise, Idaho, KIDO; Pocatello, Idaho, KSEI; Twin Falls, Idaho, KTFI; Decatur, Ill., WSOY; Rockford, Ill., WJRL; Springfield, Ill., WCVS; Evansville, Ind., WGBF; Kokomo, Ind., WIOU; Terre Haute, Ind., WBOW; Davenport, Ia., KWNT; Alexandria, La., KALB; Lake Charles, La., KPLC; Shreveport, La., KRMD; New Orleans, WJMR; Augusta, Me., WRDO;* Bangor, Me., WLBZ;* Portland, Me., WCSH;* Jackson, Mich., WIBM; Minneapolis, KEVE; Rochester, Minn., KWEB; Jackson, Miss., WSLI; Springfield, Mo., KTTS; Charlotte, N. C., WWOK; Wilson, N. C., WGTM; Fargo, N. D., KVOX; Jamestown, N. D., KSJB; Minot, N. D., KCJB; Youngstown, O., WBBW; Eugene, Ore., KERG; Portland, Ore., KPAM; Altoona, Pa., WVAM; Erie, Pa., WICU; Harrisburg, Pa., WCMB; Johnstown, Pa., WARD; New Castle, Pa., WKST; Pittsburgh, WEDO; Reading, Pa., WHUM; Aberdeen, S. D., KSDN; Johnson City, Tenn., WJCW; Amarillo, Tex., KBUY; Corpus Christi, Tex., KCTA; Lubbock, Tex., KSEL; San Antonio, KMAC; Burlington, Vt., WCAX; Roanoke, Va., WHYE; Aberdeen, Wash., KXRO; Bellingham, Wash., KVOS; Richland, Wash., KALE; Wenatchee, Wash., KPQ; Tacoma-Seattle, KTNT; Yakima, Wash., KUTI; Green Bay, Wisc., WJPG; Anchorage, KFQD;** Sitka, Alaska, KIFW;** Seward, Alaska, KIBH;** Juneau, ; KINY;** Cordova, Alaska, KLAM;** Great Western Network. (*Denotes members of Maine Broadcasting System; ** denotes members of Alaska Broadcasting System.)

ADAM YOUNG INC.

New York—3 E. 54th St., Pl 1-4848, Adam Young, pres.; Stephen Machcinski Jr., exec. v.p.-radio; Frank Boehm, v.p.-research & promo. San Francisco—155 Montgomery St., Yu 6-6769, Frank Waters, mgr. Los Angeles—6331 Hollywood Blvd., Ho 2-2289, William Wallace, mgr. Dallas—211 N. Ervay St., Ri 8-6957, Fred Edwards, mgr. Atlanta—1182 W. Peachtree St., Tr 3-2564, Harold Parks, mgr. Detroit—2940 Book Bldg., Wo 3-6919, William E. Morgan, mgr. St. Louis—915 Olive St., Ma 1-5020, Dell Simpson, mgr. Chicago—Prudential Plaza, Mi 2-6190, Robert Lobdell.

Radio Stations:

Allentown, Pa., WKAP; Baltimore, WITH; Beckley, W. Va., WWNR; Boston, WMEX; Bridgeport, Conn., WICC; Charlotte, N. C., WIST; Des Moines, KIOA; El Paso, KELP; Eureka, Calif., KIEM; Grants Pass, Ore., KAGI; Hartford, WPOP; Honolulu, KHVH; Kansas City, KUDL; Kennewick, Wash., KEPR; Miami, WAME; Moses Lake, Wash., KWIQ; Norristown, Pa., WNAR; Oklahoma City, KOCY; Omaha, KMEO; Peoria, Ill., WPEO; Pittsburgh, KQV; Raleigh, N. C., WKIX; Richmond, Va., WLEE;* Sacramento, KRAK; Salt Lake City, KNAK; San Antonio, KITE; St. Petersburg, Fla., WLCY; Tulsa, KAKC; Yakima, Wash., KIMA; San Diego, KSDO; Worcester, Mass., WNEB. (*Denotes representation in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles and Seattle only.)

Networks and Their Executives

CBS Radio

485 Madison Ave., New York 22, Pl 1-2345

Arthur Hull Hayes, president
James M. Seward, executive vice president
I. S. Becker, vice president in charge of business affairs
Jules Dundes, vice president in charge of station administration
George M. Perkins, vice president in charge of network programs
Lucian Davis, director of network programs (Hollywood)
Davidson M. Vorhes, vice president in charge of operations
W. Thomas Dawson, vice president in charge of advertising-sales promotion
George J. Arkedis, vice president, network sales
William A. Schudt Jr., vice president in charge of affiliate relations
Geraldine B. Zorbaugh, vice president-general attorney

NBC Radio

RCA Building, Radio City, New York 20, Ci 7-8300

William K. McDaniel, vice president in charge
George A. Graham Jr., vice president-general manager
Albert L. Capstaff, vice president-programs
William F. Fairbanks, vice president-radio network sales
Howard G. Gardner, manager-sales development
Robert C. Hitchens, manager-sales presentations & promotion
Ludwig W. Simmel, manager-sales service & traffic
Miss Marion Stephenson, manager-business affairs
Robert Wogan, manager-operations

ABC Radio

7 W. 66th St., New York 23, Su 7-5000

Robert R. Pauley, vice president in charge
James E. Duffy, national director of sales
Jack Mann, director of sales development & program coordination
Earl Mullin, national director of station relations
William Rafael, national program director
William MacCallum, assistant to program director
Morris Wattenberg, director of research, advertising and sales presentations
Elizabeth B. Kelley, director of sales service

Mutual Broadcasting System

1440 Broadway, New York 18, Br 9-7600

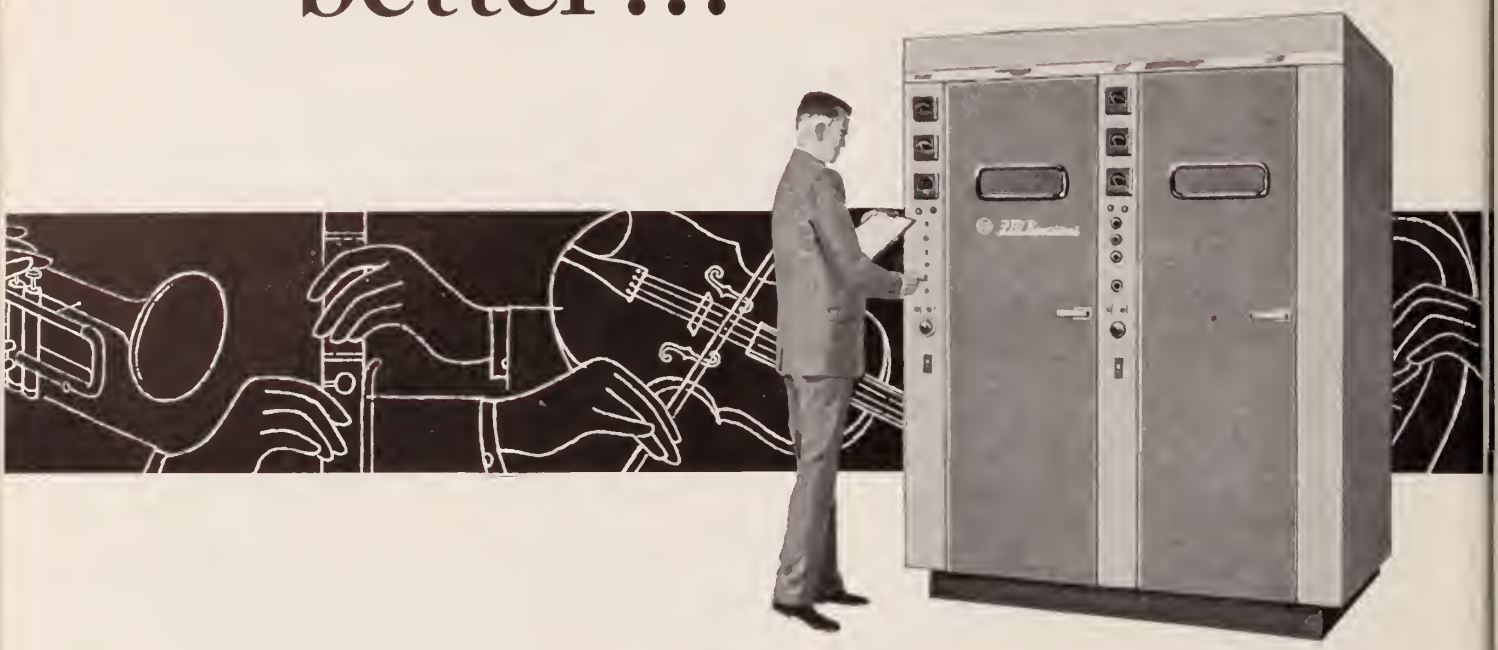
Robert F. Hurleigh, president
Charles W. Godwin, vice president-stations
Joseph F. Keating, vice president-programs & operations
Stephen J. McCormick, vice president-news & Washington operations
Robert L. Post, secretary
Frank W. Erwin, assistant secretary & assistant to president
I. R. Hansen, treasurer
Dudley J. Cox, assistant treasurer
Stuart Melvin, assistant treasurer

Keystone Broadcasting System

111 W. Washington St., Chicago, St 2-8900

Sidney J. Wolf, president
Edwin R. Peterson, senior vice president
Arthur Wolf, secretary-treasurer
Noel Rhys, executive vice president (New York)
Charles A. Hammarstrom, vice president (New York)
William Bayer, vice president (Los Angeles)
E. Richard Peterson Jr., general manager (Detroit)
Jerry Holtman, account executive (San Francisco)

What makes RCA FM Transmitters better...



If you want the very best FM Transmitter available, you need not shop around. RCA FM Transmitters are the finest built for broadcasting. They are designed to the highest standards of quality in the industry.

Examine our FM Exciter, for example. Note especially its direct FM system. It is capable of producing a higher fidelity signal. Also, the RCA Exciter is easier to tune—and keep tuned—than exciters using other modulation systems.

Why do RCA FM Transmitters cost more? *Because of our aim at RCA to always build the very best.* This superior quality often shows up in small but vital features. Take the use of circuit breakers in the 1 KW RCA FM Transmitter. Fuses could have been used, but we think of the lost air time when fuses fail . . . We include a harmonic filter of special design to assure the reduction of all harmonics to more than meet latest FCC requirements.

Throughout the RCA FM Transmitter line you will find that all tubes and components operate well below normal safety factors. This greatly reduces *chance* for component failure. It saves on maintenance costs and helps keep the station on air.

Many more of these significant advantages add up to the kind of quality that proves itself in year after year of dependable operation. In addition, you'll find that RCA Transmitters usually have *higher* resale value . . .

Experience for yourself the quality that makes RCA famous. There is a full line of RCA Transmitters to choose from: 1 KW, 5 KW, 10 KW, 20 KW, and on special order 25 KW or higher. Exciters and multiplex subcarrier generators are also available—along with a series of broadband antennas. Get the complete story before you buy. Call your nearest RCA Broadcast representative or write RCA Department O-337, Building 15-1, Camden, New Jersey.

RCA Broadcast and Television Equipment, Camden, New Jersey

RCA®

The Most Trusted Name in Radio

RADIO CORPORATION OF AMERICA



Review of Current and Future Trends in Radio Broadcast Transmitting and Receiving Equipment, Including Stereo, Automation and Fm

Radio Equipment

A high level of sales, the development and marketing of new and improved products and a generally optimistic attitude towards the future. This would appear to be a fair description of the conditions to be found among the majority of manufacturers of radio broadcasting and receiving equipment.

Set Production Rises

Total set production for 1960, according to an estimate from the Electronic Industries Association, was about 17 million units. This represents the second highest total of radios produced since the EIA started gathering statistics in 1922. (In 1947, over 20 million sets were produced.) Production and sales of broadcasting equipment reflected the continuing large number of new am and fm stations going on the air. In addition, the growing number of existing stations that have been remodeling, modernizing their equipment and increasing their power has also contributed to the "firm" market in broadcasting equipment.

BROADCASTING EQUIPMENT

A profile of the broadcast equipment field was found in a study conducted by Industrial Marketing Studies for the Collins Radio Company, a manufacturer of am and fm broadcasting equipment. According to the study, "The expansion plans of broadcasters for the 60's show that the broadcasting industry is optimistic and vigorous."

Describing current conditions, the report showed that the replacement market for radio broadcast equipment (excluding studio furniture and equipment) would probably average about $14.5 million per year. Interestingly, the study pointed out that the replacement outlay would "greatly exceed the purchases by new stations," and that the total annual expenditure for replacement and new stations would be more than $17 million.

Going into more detail about new station and replacement requirements, the Collins study stated that the Federal Communications Commission estimates that 200 new radio stations will be added yearly for the next few years, eventually reaching about 5,500 radio stations. It was also pointed out that the greatest tendency for replacement of transmitters was found among 250-w class stations. Most of these replacements, depending upon FCC approval, probably would be 1 kw transmitters "even though many of the 250-w stations say they plan to replace their present transmitters. After another four years, these replacement sales should increase about 10 percent each year over the previous year," according to the survey.

Transmitter Replacement

For all radio stations in the United States, the expected outlay for replacement of transmitters over the next five years was expected to average $2,630 per station, the study showed. Those stations located in a market area of under 100,000 population will average $1,756 per station; $2,771 per station in areas with a population of 100,000 to 500,000, and in areas with a population of 500,000 or more, the average will be $5,248.

At the time the study was released it was estimated that in the next 12 months, am stations would spend

$3.19 million for replacement transmitters and parts. The average age of am transmitters now in use, the study mentioned, is 7.7 years, with 16.88 years the average life reached before replacement.

Turning to other areas, the study stated that during 1960 it was anticipated that each am station would spend an average of $1,690 for studio sound equipment. Another $746 was also anticipated for studio furniture and fixtures for each am station. It was pointed out that new stations going on the air during the year would spend an average of $2,101 for sound equipment and $1,172 for furniture and fixtures.

Assets of all am, fm, commercial and educational radio stations in the country totalled approximately $346 million, the study claimed. Of this, 43.88 percent, or about $152 million, was in technical equipment, including transmitters, antennas and phasing equipment, studio and speech equipment, and others. The same equipment, if purchased new, according to the survey, would cost about $253 million.

The total investment on a per-station basis averaged $90,381. Of this sum, an average of $39,659 was for technical equipment at its current condition and value. This is 60 percent of the estimated replacement cost, it was pointed out.

Focusing on fm, the study said "There is every indication that fm has actually turned the corner which has so long been predicted. Beginning in 1958, the long decline in the manufacture of fm receivers turned back up significantly . . . Once fm begins to expand on a larger scale, with a significant increase in receiver sets (fm-only or stereo), the growth of this phase of broadcasting could snowball with more receiving sets encouraging broadcasters and vice versa."

In giving a financial portrait of fm stations, the Collins survey noted that purchases of fm equipment by existing fm stations and by new operations, totalled approximately $3 million per year. One-third of the existing fm stations intended to make expenditures averaging $10,635 on equipment during the next 12 months. Expected expenditures for all fm stations for fm equipment during the next five years would average $13,913. This included those stations which expected to spend nothing, the study stated. Additions and replacements of equipment at existing fm stations would average approximately $2.33 million during the next 12 months, and $1.88 million during each of the next five years.

Growing Fm Interest

The growing interest in fm is reflected in the attention the medium is getting from broadcast equipment manufacturers. The Gates Radio Company, for example, estimates that the sale of fm transmitters is approaching 10 percent of its total sales volume. Larry Cervone, sales vice president for the firm, explained that "during the past three years, Gates has delivered more than 185 fm transmitters."

Most producers of broadcasting equipment are enthusiastic about the sales potential resulting from two developments—stereo multiplexing and automation.

Discussing automation, Bernard Wise, president of Industrial Transmitters and Antennas Inc. (ITA), stated that "Automation is the key

RADIO PRODUCTION

(000 Omitted)

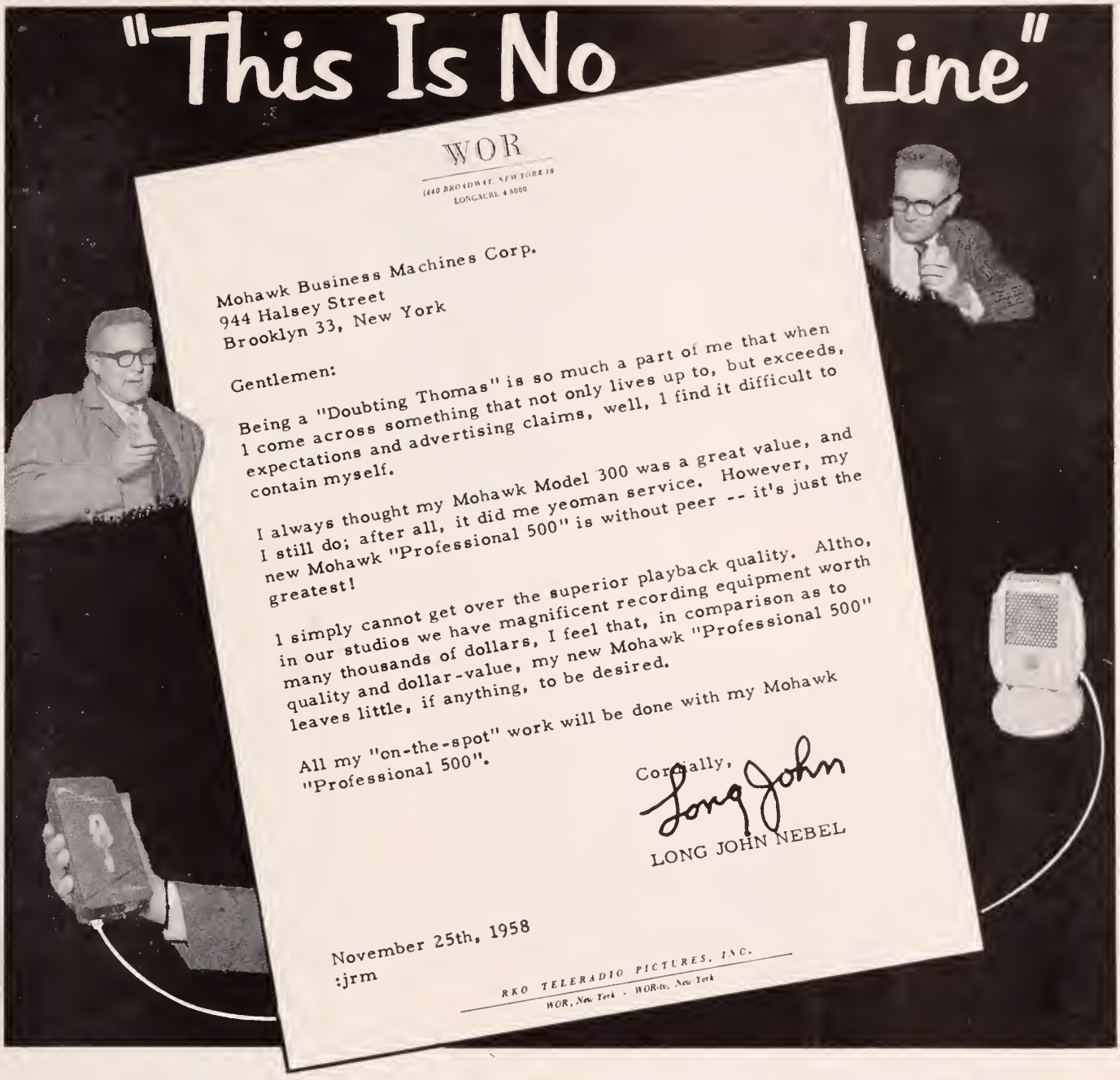
Year	Home	Clock	Portable	Auto	Total	Value
1922	100				100	$ 5,000
1923	500				500	13,326
1924	1,500				1,500	50,000
1925	2,000				2,000	82,500
1926	1,750				1,750	100,000
1927	2,350				2,350	137,000
1928	3,250				3,250	194,000
1929	4,428				4,428	222,000
1930	3,755			34	3,789	155,432
1931	3,484			110	3,594	104,706
1932	2,301			145	2,446	54,375
1933	3,432			725	4,157	70,269
1934	3,699			780	4,479	94,859
1935	4,840			1,190	6,030	128,399
1936	6,849			1,400	8,249	169,360
1937	6,193			1,890	8,083	165,391
1938	6,342			800	7,142	112,263
1939	8,547		616	1,600	10,763	153,421
1940	8,482		1,219	2,130	11,831	176,627
1941	9,470		1,572	2,600	13,642	233,841
1942*	3,374		573	360	4,307	102,969
1946	13,276		1,069	1,610	15,955	434,244
1947	14,083		2,458	3,459	20,000	650,000
1948	9,630		2,630	4,240	16,500	525,000
1949	5,961		1,843	3,596	11,400	310,000
1950**	7,053		1,675	4,740	13,468	346,128
1951	5,275	777	1,333	4,543	11,928	298,439
1952	3,539	1,929	1,720	3,243	10,431	238,348
1953	3,886	2,041	1,742	5,183	12,852	286,471
1954	2,696	1,875	1,333	4,124	10,028	220,616
1955	2,998	2,244	2,027	6,864	14,133	283,225
1956	3,037	2,311	3,113	5,057	13,518	288,474
1957	3,228	2,516	3,265	5,496	14,505	351,601
1958	2,621	2,038	3,373	3,715	11,747	314,585
1959	3,145	2,794	4,128	5,555	15,622	330,874

* Civilian production terminated April 1942.

** Radio-Phonograph Combinations are included in figures prior to 1950 only.

Statistics supplied by the Electronic Industries Assoc.

"This Is No Line"



WOR

1440 BROADWAY, NEW YORK 18
LONGACRE 4-5000

Mohawk Business Machines Corp.
944 Halsey Street
Brooklyn 33, New York

Gentlemen:

Being a "Doubting Thomas" is so much a part of me that when I come across something that not only lives up to, but exceeds, expectations and advertising claims, well, I find it difficult to contain myself.

I always thought my Mohawk Model 300 was a great value, and I still do; after all, it did me yeoman service. However, my new Mohawk "Professional 500" is without peer -- it's just the greatest!

I simply cannot get over the superior playback quality. Altho, in our studios we have magnificent recording equipment worth many thousands of dollars, I feel that, in comparison as to quality and dollar-value, my new Mohawk "Professional 500" leaves little, if anything, to be desired.

All my "on-the-spot" work will be done with my Mohawk "Professional 500".

Cordially,
Long John
LONG JOHN NEBEL

November 25th, 1958
:jrm

RKO TELERADIO PICTURES, INC.
WOR, New York · WOR-tv, New York

FEATURES

- **Exclusive VU METER for distortion control**
- **TAPE SPEED: 3¾" per second**
- **WOW & FLUTTER: 0.3%**
- **FREQUENCY RESPONSE: 50-10,000; ± 3 db range 100-8000**
- **OUTPUTS: 2-One 10mw at 2,000 ohms; Two Zero VU at 600 ohms**
- **Requires NO ELECTRICITY**
- **Operates on a SINGLE battery**
- **Completely TRANSISTORIZED**
- **Weighs ONLY 3 lbs.**
- **All recordings can be MONITORED**
- **Optional accessories for every conceivable use**

MOHAWK midgetape PROFESSIONAL 500

World's First Broadcast Quality Pocket Tape Recorder

A Palm-size Engineering Masterpiece that instantly captures and records any conversation, music or other sound and plays it right back in rich, professional Hi-Fidelity quality for radio broadcasting — TV — and many other business and personal uses.

HEARING IS BELIEVING

For literature and a Free Demonstration in your office, write Dept. USR

mohawk
business machines corporation

944 halsey st., brooklyn 33, new york telephone glenmore 5-9570

RADIO RETAIL SALES

(000 Omitted)

Year	Home	Clock	Portable	Total
1922	100			100
1923	500			500
1924	1,500			1,500
1925	2,000			2,000
1926	1,750			1,750
1927	2,350			2,350
1928	3,281			3,281
1929	4,435			4,435
1930	3,793			3,793
1931	3,312			3,312
1932	2,477			2,477
1933	3,082			3,082
1934	3,304			3,304
1935	4,375			4,375
1936	6,746			6,746
1937	6,631			6,631
1938	5,823			5,823
1939	8,900		600	9,500
1940	8,900		1,100	10,000
1941	9,650		1,450	11,100
1942*	3,400		700	4,100
1943	589		130	719
1946	12,113		939	13,052
1947	14,972		2,388	17,360
1948	10,325		2,585	12,910
1949	5,127		1,799	6,926
1950**	7,818		1,593	9,411
1951	5,358	727	1,200	7,285
1952	4,394	1,666	1,528	7,588
1953	3,309	1,714	1,503	6,526
1954	2,701	1,897	1,499	6,047
1955	2,659	2,035	1,879	6,573
1956	3,007	2,223	2,683	7,913
1957	3,193	2,439	3,205	8,837
1958	2,669	2,205	3,115	7,989
1959	2,729	2,481	3,687	8,897

* Civilian production terminated April 1942.

** Radio-Phonograph Combinations are included in figures prior to 1950 only.

Statistics supplied by the Electronic Industries Assoc.

Broadcasting Equipment Expenditures*

- *Total equipment expenditures for replacement and new stations will average $17 million annually.*
- *Expected outlay for replacement of transmitters over next five years should average $2,630 per station.*
- *Station investment in technical equipment amounts to 43.8 percent of total assets.*
- *This amounts to a per station investment of $39,659 for equipment at its current condition and value.*

*These statistics are drawn from a survey conducted by Industrial Marketing Studies for the Collins Radio Co.

to the success of the fm broadcaster. Equipment offered today to the broadcaster is technically far superior to that available 10 years ago, and considerably less expensive. However, the major saving the new fm broadcaster will have will be in the utilization of automatic programming techniques that will reduce his operational expenses considerably."

Taking a more conservative attitude, Collins Radio has said "Automation may play a big part in broadcasting. However, it is dependent upon the programming planned by the broadcaster. To date, no major trend towards automation of fm main channel programming has developed to the extent that multiplexing has developed."

On the stereo question, most manufacturers appear to agree that it will be a factor in the sale of fm equipment. However, there is also general agreement that until the FCC establishes a standard stereo system, no major progress will be made. The FCC is currently studying the results of a series of field tests of six stereo systems conducted by the special EIA committee organized for this purpose (see U.S. FM, November, 1960). It is expected that a decision will be made by the FCC in the early part of 1961.

Typical of the attitude of many manufacturers was the one expressed by RCA Victor. A company spokesmen said "Stereo-multiplexing may play an important role in the future, but the lack of standards makes it almost impossible to make any predictions. When firm standards are established stereo may play a significant role."

Broadcast Equipment Lines

The following is a rundown of the equipment available from some of the manufacturers. Although not intended to be a complete listing, it does help provide some indication of the scope and variety of radio broadcasting equipment that is or will soon be available.

Gates Radio Company manufactures a complete line, including am transmitters from 250 watts to 100,-

000 watts, fm transmitters from 10 watts to 50,000 watts, audio consoles and amplifiers, turntables, recording equipment, monitoring equipment, directional phasing equipment, remote control equipment, remote amplifiers and automatic programming for full time and spot broadcasting. Latest products include a spot tape recorder, the "Cartritape" cartridge tape system, a professional turntable and new am and fm transmitters.

RCA Victor produces and sells a full line of radio broadcasting equipment. This includes microphones, turntables, tape recorders (both open reel and cartridge), loudspeakers, amplifiers, monitoring equipment, am transmitters from 250 watts to 50,000 watts, fm transmitters from 1,000 watts to 50,000 watts, fm antennas, towers. Latest additions to the line include a cartridge tape recorder, a 50,000 watt am transmitter and a 10,000 watt and 20,000 watt fm transmitter.

Collins Radio Company has a complete line of broadcasting equipment. This includes a wide range of am transmitters, fm transmitters of 250 watts to 15,000 watts, studio consoles, microphones, custom phasing equipment, turntables and a whole group of automatic devices.

Ampex Professional Products Company has a full line of professional tape recorders in portable, rack and console mountings. Included are stereo reproducers which play two-track and four-track tapes, and a new tape recorder series that has among its new features an automatic tape threading accessory.

Continental Electronics produces am transmitters ranging in power levels from 1,000 watts to 50,000 watts. The firm also makes remote control equipment for unattended operation, dummy antennas for all power levels and line protection equipment. The latest product is a fault alarm system, which is a monitoring system for use at unattended transmitting stations.

Industrial Transmitters & Antennas has recently broadened its scope and has added am and short wave transmitters to its regular line of fm transmitters. The fm transmitter line features ceramic tubes and ranges from 10 watts to 15,000 watts.



Tighten Up Your Programming Format with the

GATES SPOT TAPE RECORDER



A tight, on-the-nose format means more ***sales appeal*** for your station.

With the Gates Spot Tape Recorder, control room operations are greatly simplified and perfect program continuity is maintained. ***You stop wasted motion!*** Operation is simple and exact . . . you simply move the index lever to the spot your log calls for, push the play button and let Spot Tape do the rest.

On ***one*** tape 13" wide are 101 announcements, jingles, themes, station breaks or any other program content up to 90 seconds duration each. ***This is versatility!***

Through planned rehearsals using multiple voices, background effects and themes, each announcement is aired with ***professional perfection.*** When complete, the tape automatically reverses and then cues up for ***split-second*** airing of the next spot. Erase any track not needed and record a new one as schedules change. The adjacent track is not affected.

Spot Tape Recorders are now available for immediate delivery.

Place your order today.

GATES **GATES RADIO COMPANY**

Subsidiary of Harris-Intertype Corporation

HARRIS INTERTYPE CORPORATION

QUINCY, ILLINOIS

Offices in: HOUSTON, WASHINGTON, D.C. In Canada: CANADIAN MARCONI COMPANY

Export Sales: ROCKE INTERNATIONAL CO., 13 EAST 40th STREET, NEW YORK CITY

Radio Receiver Market

Sampling of Growing Number of Radio Set Lines

BRAND	TABLE MODELS	CLOCK RADIOS	TRANSISTORS	PORTABLES (tube)
Admiral	5—Am $9.95-29.95 2—Fm 29.95 & 39.95 1—Am/Fm 59.95	3—Am $17.95-39.95	6—Am $29.95-49.95 2—Am/Sw 99.95 & 275.00	1—Am/Phono $69.95
Blaupunkt	4—Am/Fm/Sw $99.95-199.95 2—Am/Fm/Sw/Stereo 239.95 & 259.95	----------	----------	----------
Columbia	1—Am/Fm $49.95 1—Am/Fm/Sw 119.95	----------	1—Am $29.95 1—Am/Fm/Sw 99.95 1—Am/Transistor/ Tube-Convertible 49.95	----------
Emerson	3—Am $19.88- 24.88 2—Fm 34.88 & 36.88 1—Am/Fm/Stereo 98.00	4—Am $22.88-38.00	7—Am $24.88-68.00	1—Am/Fm/Phono $168.00
General Electric	5—Am $19.95- 49.95 3—Am/Fm $59.95- 99.95	6—Am $24.95-59.95 1—Am/Fm 69.95	10—Am $29.95-75.00 1—Am/Clock 59.95	1—Am $29.95
Granco (Prices unavailable)	3—Fm 3—Am/Fm	1—Am/Fm	----------	----------
Grundig	3—Am/Fm $79.95- 104.95 2—Am/Fm/Sw 139.95-169.95 3—Am/Fm/Sw/Stereo 199.99-279.99	----------	2—Am $39.95 & 59.95 1—Am/Sw 99.95 1—Am/Fm $139.95 1—Am/Fm/SW 159.95	----------
Magnavox	Several Am/Fm $49.95-125.00	----------	5—Am $24.95 up 1—Am/Sw (price unavailable)	----------
Motorola	6—Am $14.95-39.95 1—Fm 49.95 2—Am/Fm 59.75 & 79.95	7—Am $19.95-49.95	7—Am $27.95- 49.95	4—Am $27.95-49.95
Olympic (Prices unavailable)	5—Am 2—Am/Fm/Sw	3—Am	1—Am	----------
Philco	6—Am $19.95-39.95 1—Fm 44.85 2—Am/Fm 59.95 & 69.95	5—Am $24.95-49.95	9—Am $24.95-59.95 1—Am/Sw 229.95 2—Am/Clock 59.95 & 75.00	----------
RCA Victor	6—Am $19.95-44.95 2—Fm 39.95 & 42.95 3—Am/Fm 54.95-99.95	5—Am $24.95-39.95	7—Am $29.95-59.95 1—Am/Clock 65.00	----------
Roland (Prices unavailable)	5—Am 1—Fm 2—Am/Fm	5—Am	4—Am 1—Am/Sw 1—Am/Clock	1—Am/Sw
Sarkes Tarzian	1—Fm $29.95 1—Am/Fm Price unavailable	----------	----------	----------
Westing-house	6—Am $14.95-42.95 1—Fm 39.95 3—Am/Fm 59.95-129.95	5—Am $24.95-49.95	5—Am $29.95- 49.95 1—Am/Sw 69.95 1—Am/Clock 75.00	1—Am $34.95
Zenith (Prices unavailable)	4—Am 5—Am/Fm 1—Fm	7—Am 1—Am/Fm	7—Am 1—Am/Sw 1—Am/Clock	1—Am/Sw

Broadcast Electronics has just marketed its Spotmaster, a new playback device for tape recorded cartridges. The firm also produces a combination recorder-playback unit with synchronized automatic pulse cueing. This unit can be moved from the master control room for recording or remote use.

Standard Electronics emphasizes its line of fm radio equipment. The firm has a line of fm multiplex transmitters ranging in power from 250 watts to 10,000 watts. Also included are 5 kw and 10 kw fm amplifiers, a multiplex exciter, limiting amplifiers and multiplex subcarrier generators.

Mohawk Business Machines Corp. has a line of tape recorders designed for broadcasters. The recorders are completely transistorized and battery-operated. The top of the line is a unit which includes a V.U. meter, and is said to produce tape of a qualiyt suitable for immediate rebroadcasting.

Continental Manufacturing produces and sells fm multiplex receivers, fixed frequency receivers, custom designed receivers and monitors. In addition, the firm has a line of audio amplifiers, am and fm tuners, stereo amplifiers and radio intercom systems.

Schafer Custom Engineering features automated devices including various pieces of remote control equipment and a tape cartridge recorder and playback unit.

Jampro Antenna Company has a complete line of fm broadcasting antennas. These units range from two bay models to 16 bay models with omni-directional radiation pattern.

RADIO RECEIVERS

During the year of 1960, American consumers were offered radios in almost every conceivable shape, color, style and price. There were transistors that could fit into a shirt pocket, portable clock radios, am and fm auto sets, table models in sculptured wood cabinets, am-fm stereo units and so on.

Although the final figures for the year are not yet available, the Electronic Industries Association has predicted that about 17 million radio sets of all types will have been produced in 1960. The figures for the first 10 months of the year show that 14,135,937 sets were produced. This included 5,420,279 auto radios and 766,006 fm units. It should be noted that, according to the EIA 5.6 million auto sets were produced during the 12 months of 1959. With the 10 month total of 5.4 million sets, it is obvious that the 1960 production will exceed that of the previous year.

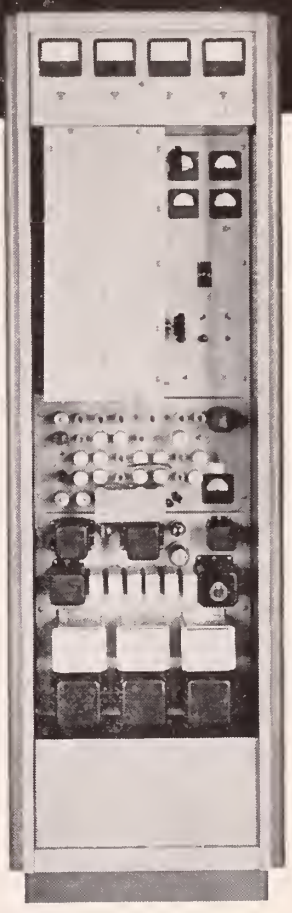
The statistics on fm radio production are even more impressive. The EIA figures show that 511,000 fm-equipped sets were produced in all of 1959. As stated previously, the 10 month total for 1960 was 766,006, and it is expected that the final production figure will be approximately 800,000. This would establish a new fm production record, and exceed the most optimistic estimates of industry leaders.

In addition to the radio production totals, which include table models, clock radios, portables and auto sets, it should be noted that many phonograph consoles come equipped with am, fm, or am-fm tuners as either standard or optional equipment. This would tend to add thousands of additional radio outlets.

It is generally agreed that the higher priced stereo phonograph units would be more likely to have a radio included. For example, in the Zenith line of 20 stereo consoles, four have a provision for an am-fm tuner; 13 others are standard equipped with am-fm radio, and three others are am-fm-tv combinations. Therefore, it is significant to note that in the EIA figures for the first nine months of 1960, 2.3 million stereo phonographs were produced as compared to 738,671 monaural units. The EIA figures also show that the 2.3 million stereo units turned out in the first three quarters of 1960 compared with only 1.7 million stereo units produced during the entire year of 1959.

Looking ahead, most set manufacturers expect the upward trend to continue in 1961. This is based on the growing demand and acceptance of transistor sets, the opening of a real market for fm and am-fm auto radios, the adaptation by the fm broadcasters of a stereo multiplexing system, the tendency to install radios in the booming pleasure boat field, the wide spread of retail prices which appeal to all age and income groups. • • •

ITA...
WORLD LEADER
IN FM BROADCAST
TRANSMITTERS
OFFERS YOU...



ITA FM 1000 B

■ A FULL LINE OF EQUIPMENT
transmitters from 10 W to 50 KW are available.

■ ON SITE INSTALLATION SERVICE
on a "no charge" basis our project engineers supervise the installation and tune-up of each ITA transmitter at the site of the installation.

■ PROMPT DELIVERY
shipment of any ITA-FM transmitter can be made in 30 days or less.

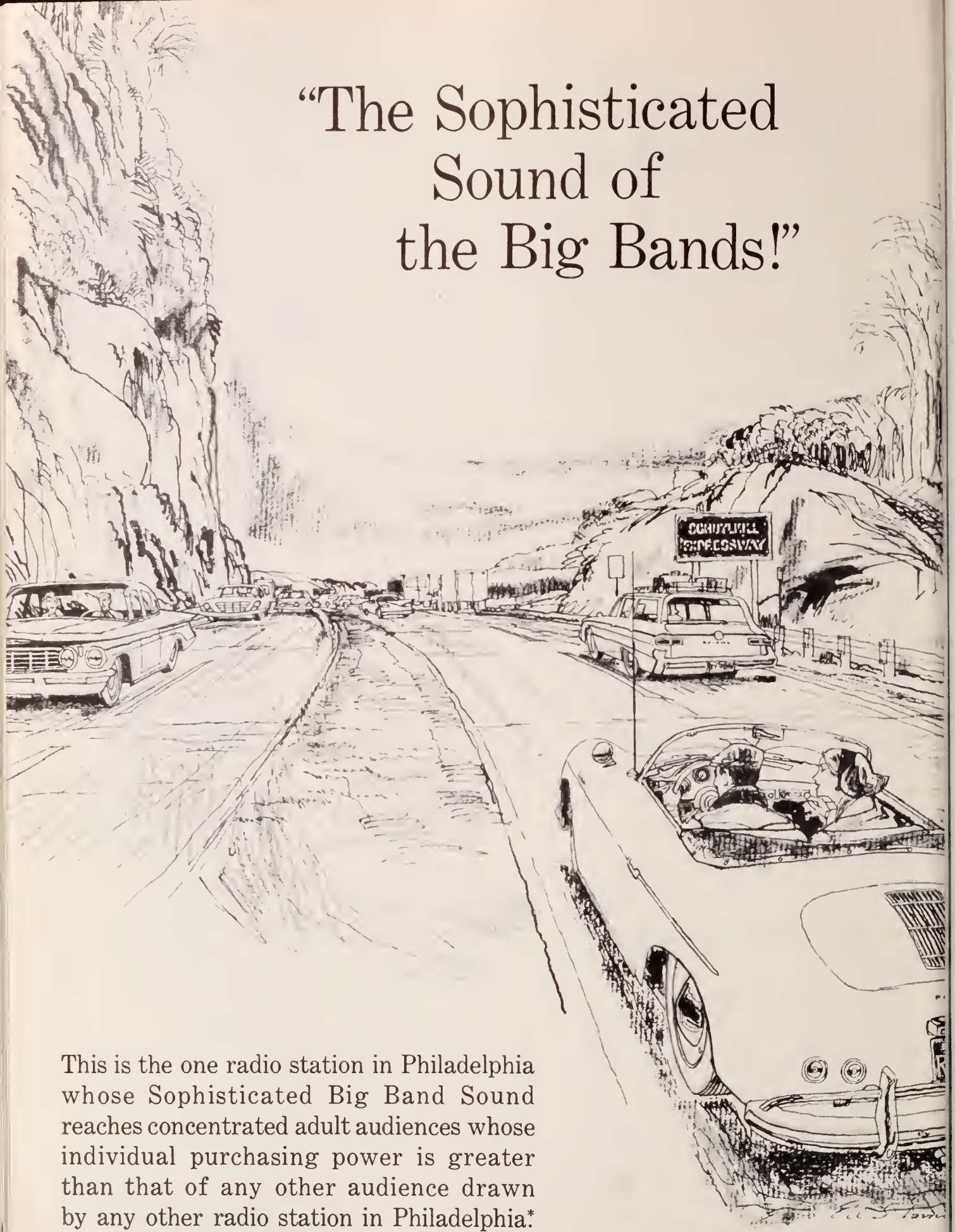
OUTSTANDING VALUE
while priced competitively ITA transmitters are made with the finest quality standard components and offer these "extras"—

- Remote control
- Multiplexing
- Modern Ceramic Tubes
- Reserve RF Drive
- Self Neutralization
- Accessibility
- Simplicity
- RF Power Cutback

For detailed information on any of our FM transmitters call collect or write us.

ITA
INDUSTRIAL TRANSMITTERS AND ANTENNAS, INC.
LANSDOWNE, PA. PHONE: CL 9-8200

"The Sophisticated Sound of the Big Bands!"



This is the one radio station in Philadelphia whose Sophisticated Big Band Sound reaches concentrated adult audiences whose individual purchasing power is greater than that of any other audience drawn by any other radio station in Philadelphia.*

WRCV RADIO · 1060 · PHILADELPHIA

Sold by NBC Spot Sales • Owned and Operated by the National Broadcasting Company

*Source: Pulse, Qualitative Report, May 1960

Agencies and Independent Commercial Producers View Current Trends in Music and Copy for Radio Spots

Radio Commercials

The past year has seen a continuation and intensification of recent trends in radio commercials. In general, these trends have revolved around the use of music, humor and off-beat copy approaches, and the full utilization of the latest recording and production techniques. The result has been radio announcements that can compete successfully, in terms of musical content and quality of sound, with any professional recording being aired.

In a discussion of radio commercials, Richard J. Mercer, vice president and a radio and tv copy head at BBDO Inc., New York, voiced an opinion held by many agencies and advertisers. He said "American taste in advertising art has grown up. American taste in advertising copy has certainly become more sophisticated. . . . With so much advertising being broadcast and telecast and printed and painted and mailed and sky-written and theatre-screened at the public every waking minute, competition for adult attention is tougher than it has ever been in history. Advertising has had to improve to get noticed. You can no longer get adults to waste their time. You must give them something worthwhile in return for their attention."

Expanding on his remarks, Mr. Mercer said that while specific devices, such as humor, might be in and out of favor at various times, commercials will continue to reflect the higher priority that people put on their listening time. "I doubt," he stated, "if we will ever return to the days when two announcers shout at each other."

Turning to one of the major ingredients found in radio commercials today — music — Mr. Mercer forcefully expressed his views. "I say to any advertiser who wants to reach an adult radio audience with a musical message today—it's got to be good music before it can even begin to be good advertising. Good music doesn't necessarily mean corn ball or nursery rhyme. The old rule of 'just make sure I can hum it the first time I hear it' is a nice, comforting prejudice—but life in our business is no longer that simple. There is much more to music than a melody line, just as there is more to an advertising theme than a rhyme or alliteration or clever pun. . . . A piece of music must have a point of view. And all the simplicity in the world won't help it—if it's dull."

One of the major causes behind the rise in the quality of the music being used in radio commercials is the effort of jingle specialists working closely with agencies and advertisers. The firm of Sande & Greene is one of the pioneers in this area, and has developed some definite points of view about what can and cannot be done with music.

"Whether the music is as simple as a children's nursery jingle, or as complex as modern, progressive jazz," Larry Greene said, "the objectives are always the same. These are to enhance and heighten the effect of the actual message; to act as one of the dominant themes of the radio campaign, or possibly the overall marketing approach, and to help establish and sustain brand identity through a combination of words and music, or just the music itself."

The importance of the repetition of a musical commercial series in helping to establish brand identity, Mr. Greene pointed out, should not be underestimated. "We have often found that when a sponsor gets tired of the campaign it is just starting to

do the most effective job. This, however, does not mean that the commercials must be static. Many of the most successful jingle campaigns today use one basic theme with a number of variations that help provide changes in mood and emphasis."

Although each product presents individual problems, the Sande & Greene organization has developed certain basic approaches to the preparation of musical jingles. "Naturally," Mr. Greene said, "the sound is extremely important, and it should be in keeping with the character of the product. For example, a bank or cosmetic firm ordinarily would not want to use rock and roll to help project its public image.

Original Music

"We also believe that it is much better to use original music and production techniques than music in the public domain, or adaptations of popular song hits. Since many people listen to radio while they are driving, doing household chores and other activities," Mr. Greene continued, "their attention is often divided. If the commercial sounds too much like a piece of entertainment, it is possible that the impact of the message might be seriously diluted. This can also apply to using a popular artist. A completely original approach can usually do a more effective job of establishing product identification."

Turning to what should be expected of a musical jingle, Mr. Greene stated that any one jingle should be limited to delivering only one sales point. He believed that since these spots are usually limited to a maximum length of 60 seconds, it would be unwise to try to cram too much into them.

Today's integrated musical jingles can be used by the advertiser both on and off the air. Mr. Greene stated that a number of clients use the jingles at sales conventions and similar gatherings to help set the mood. He also mentioned that an auto manufacturer supplied copies of musical spots to dealers who played them over the p.a. systems in their showrooms.

Offering his firm's views on music and its role in radio commercials, Herman Edel, executive vice president of Music Makers Inc., New York, said that any successful spot must have two elements. "The idea is the first element," he said. "And it is our feeling that this should come from the agency. We base this on the fact that the agency knows the product involved and the marketing objectives of the advertiser far more completely than we as an outside organization.

"The second element, of course, is the music," he continued. "If properly used, music will enhance a good idea. It can never, however, repair or substitute for any basic faults or flaws in that idea."

Mitch Leigh, the young president of Music Makers, and the man directly involved in creating and/or directing the music, pointed out that the musical idiom used in a radio commercial must be honest and accurate. "Today, you can't get by with music that either looks up to or down on the listener. As an example, if the jingle is being aimed at youngsters and rock and roll is being employed, it must be genuine and up-to-date.

"The rock and roll being heard now is different than it was two or three years ago," Mr. Leigh said. "And if your jingle doesn't reflect the change, the youngsters spot it immediately. When this happens not only does the music do nothing to help sell the product, it might even create a negative effect that could be detrimental."

In the 20 to 60 seconds in which a spot announcement has to get across its message, Mr. Leigh pointed out, there is usually only enough time to create an emotional image of the product. If the music is performing its proper function, it will be able to help produce a favorable climate of emotional involvement with the listener.

Jazz Idiom

Another facet of the role of music in commercials was touched upon by Alexander "Sascha" Burland, president of C/Hear Services Inc., New York. "One way to get the audience to wake up and listen," Mr. Burland noted, "is to use jazz as the musical background. Jazz has a beat and emotional quality that gets under the skin of people. And after all, that's what the advertiser wants to do in his commercial—get under the skin of people.

"Jazz," Mr. Burland continued, "is the only music that is truly American in character. It is our own form, not borrowed from that of another culture. For this reason, it elicits an emotional response from people that no other type of music can simulate on such a broad scale. Jazz has a mass appeal as well as a class appeal. When identified with a product in a commercial, it stands out against other commercials as well as most popular records.

"The music of the regular program fare is written, produced and performed by the top artists in show business. And the only way to hold the listener's attention over long

Comments on Commercials

- "A piece of (commercial) music must have a point of view. And all the simplicity in the world won't help it—if it's dull." BBDO
- "Often, when a sponsor gets tired of the campaign it is just starting to do the most effective job." Sande & Greene
- "Music will enhance a good idea. It can never repair or substitute for any basic flaws in that idea." Music Makers
- "It is never enough to merely catch the ear of the listener; you've got to hang onto it or the whole point of the commercial—selling the product—is lost." Guild, Bascom & Bonfigli

enough to hear the commercial is to use an exciting combination of sounds," said Mr. Burland. And although the type of music Mr. Burland writes depends on the campaign and the product, he prefers to work with jazz.

With the continued growth in the popularity and acceptance of musical commercials, more and more local and smaller regional advertisers are also including these spots in the radio plans. What has made this economically feasible is the growing number of firms specializing in the high volume production of low cost commercials. One of these firms is the Jingle Mill, New York.

"We have about 600 pre-recorded tapes on file, Mort Van Brink, president of the firm, said, "from which jingles can be drawn. When we receive an order for a jingle we are provided with a data sheet from the advertiser listing the salient copy points and any additional information he would like to include in the jingle.

"The client also tells us the type of music he would like, whether it be a waltz or a cha cha cha. When available, we can pick the music from our files. Or we write new music to fit the situation. In the latter case, the jingle goes into our file of pre-recorded tapes so that the music can be used again," Mr. Van Brink stated.

Divided Opinion

Moving into an area in which there appears to be some divided opinion, Mr. Van Brink declared that many advertisers tend to overemphasize the importance of the originality of the music in a jingle. "The main job of a commercial is to sell," he said. "The effectiveness of the jingle depends not so much on its originality as on its memorability. One piece of music can be used to sell several types of products. For example, a march might be just as appropriate for an ice cream product or a men's toiletry line as it could be for a sporting event or a political candidate.

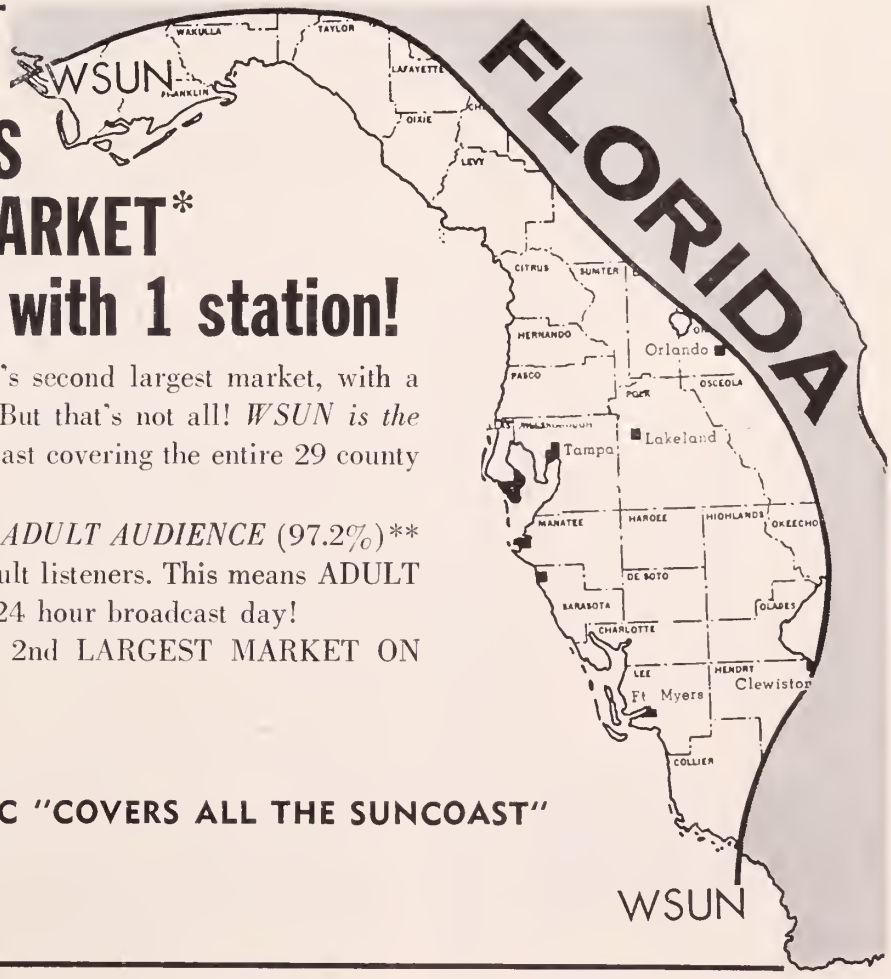
"We might be using the same music," Mr. Van Brink continued, "in four different parts of the country for four different products. Each commercial will be doing an effective job so long as the salient points are included and the music can be easily identified with the product.

"The lyric, on the other hand," he said, "must be custom-tailored to the advertiser. In addition to the copy points, many advertisers request their names, addresses or company slogans. These can be included in the jingle, which then becomes more personally identified with the sponsor."

Fresh Copy Approaches

In addition to making more imaginative uses of music, radio commercials have also benefited from a fresh approach to copy. Many of the techniques used in the world of show business have been adapted to develop commercials that will attract and hold the listener.

Commenting on the improvement in the general level of commercials, a spokesman for the D'Arcy Advertising Co. said "The younger generation today probably has committed more radio commercials to memory



COVER FLORIDA'S 2nd LARGEST MARKET* and 29 Counties with 1 station!

Tampa-St. Petersburg is Florida's second largest market, with a metro population of 772,453*! But that's not all! *WSUN is the only station* on Florida's West coast covering the entire 29 county area with 1,420,007* residents.

ADD TO THIS WSUN's GREAT ADULT AUDIENCE (97.2%)** . . . the greatest percentage of adult listeners. This means ADULT BUYERS throughout the entire 24 hour broadcast day!

REACH *ALL* OF FLORIDA'S 2nd LARGEST MARKET ON THE ADULT STATION!

WSUN 620 KC "COVERS ALL THE SUNCOAST"

*1960 Census **Pulse 6/60

than nursery rhymes because the theme music of advertisers' jingles has become a part of the pattern of daily living.

"No one would have believed a few years ago that advertising messages would win such great popularity, but their creators have since added a new ingredient to their campaign—entertainment. Not only do they create a mood to hold the listener, but entertain them while a low pressure selling message is aired."

Effective Use of Humor

Humor was put to effective use by Young & Rubicam Inc. in Chicago for the Borden Co.'s Chicago milk division. "The problem we faced," said Karl Vollmer, vice president and Chicago manager, Y & R, "was to attract a larger market for Borden's vegetable salad cottage cheese. Although the product is a good one, there were many similar products available.

"We wanted to come up with a different approach for our radio campaign which, naturally, was aimed primarily at women. Tom Rogers of our copy department came up with an off-beat, humorous idea which we developed. Our initial effort consisted of three spots for the vegetable salad cottage cheese. After several weeks, the client informed us that the results were good and that he wanted additional spots of this type.

Here is a sample of one of the 60-second spots used.

SOUND EFFECTS: Bad piano playing. . .doorbell. . . door opening. Piano continues under.
WIFE: Yes?
MAN: Could I speak to your husband?
WIFE: Not now. As you can hear he's busy composing.
MAN: He's a songwriter?
WIFE: A steamfitter. But since we got the piano he's got this idea to make a million dollars writing radio jingles. This one's about Borden's vegetable salad cottage cheese. Look at him concentrate. Cute? He spent two whole days just analyzing the commodity. Ate thirty-two dollars worth.
MAN: Uh! Huh!
WIFE: He says it's all them fresh crispy little bits of vegetables they put in there that makes Borden's vegetable salad cottage cheese. (RAISES VOICE) Lou, honey...sing it for the man.
LOU: (SINGS VERY BADLY) Oh, I could eat a ton if I was able since they put in all that crispy vege-table! Borden's vegetable salad cheese!
WIFE: Cute (PAUSE) Now, what was it you wanted?
MAN: That piano. I'm from the finance company.

Commenting on the favorable reaction to the campaign, Mr. Vollmer said "This series seems to indicate that perhaps the approach to messages aimed at women has been more somber than necessary. Apparently, the housewife enjoys a laugh as much as anyone else."

Copy Objectives

If the copy in a commercial is to be effective it must fit in with the marketing objectives of the advertiser. An example of the various ingredients that go into preparing a series of radio commercials could be seen in the one prepared for Charms candy by its agency, Needham & Grohmann Inc.

The objective of the commercial announcements was to show that eating Charms could be fun for the entire family. Taking its cue from the soap operas, the one-minute spots told a story based on the daily activities of family life.

"We wanted to create a story that listeners would look forward to hearing," said John Keil, vice president and copy director of the agency. "We felt that a family situation which lends itself to carefree humor would enable us to exploit both the adult and juvenile markets, and would project a happy, family-like image of the Charms name."

The first two characters to be developed were the father and son, Mr. Kiel explained. "Much thought was given to their names, which had to convey the warmth and closeness of a family relationship. We finally decided on Pop and Boomer. No family is complete without a mother,

Award Winning Commercials

John Blair & Co. has sponsored twice every year for the last three years a poll of leading commercials. The survey is taken by The Pulse Inc. through 1,500 consumer interviews in five major markets—New York, Chicago, Los Angeles, Philadelphia and Detroit. Only one question was asked: "Which radio commercial heard during the past week impressed you most favorably?"

The winners of the most recent poll were announced mid-way in 1960. Here are the top five, in alphabetical order, and their agencies:

- Doublemint Gum (Arthur Meyerhoff Co., Chicago)—light, airy jingle in different rhythms. The word "double" is mentioned 22 times in one minute.
- Clark Gasoline (Tatham-Laird Inc., Chicago)—Humorous approach built around Mr. Frisbee character. Over 100 variations.
- Kaiser Foil (Young & Rubicam Inc., San Francisco)—Humorous takeoff on soap opera theme, with Stan Freberg as Clark Smathers.
- L&M Cigarettes (Dancer-Fitzgerald-Sample Inc., New York)—Strong pull-in theme at beginning, then jingle. A winner in last three surveys.
- Nescafe (William Esty Co., New York)—Using many variations, the spot series has a different "43-bean" beginning, the same middle and musical identification at the end.

however, so we added Florence to make it a happy threesome.

"The commercials were based on repetitive classic situations involving some kind of daily family activity," he continued. "One of the most effective of the 60-second messages shows how the family situation was exploited."

(SOUND: Supermarket noise in background)

POP: (muttering) Ah—I wish Florence would do this Saturday morning shopping. I never can find anything—eggs.

BOY: Pop— hey, Pop! How about the Charms candy?

POP: (preoccupied)— eggs where the heck are eggs...

BOY: Right in front of you.

POP: I'd like a Charm right now.

POP: Ah, thanks...(still to himself) butter...butter where do they hide the butter?

BOY: I'll help you find it, Pop. Look, here's a six pack of raspberry Charms. Let's have one.

POP: Now..cheese ahhgg where's the cheese?

BOY: Next to the butter, Pop. Good old lime Charms, Pop. How about some good old lime Charms?

POP: Well, that's about it. C'mon, dishcloth, let's go.

BOY: (dismay) But what about the Charms?

POP: Ah, Boomer, my boy, Charms are the one thing I can find. Look—I loaded up on Charms the first thing.

BOY: (admonishingly) Pop!

Continuing with the evolution of the Charms series, Mr. Kiel said "When we began the series we capitalized on the device of calling Boomer by lovable pet names. He was referred to at times as 'Stovepipe,' 'Gas Pump,' 'Wash Cloth,' and many others. However, after a while we felt that the device began to overshadow the product. Instead of saying 'Here comes the Charms commercial with 'Stovepipe,' we were afraid they were saying, 'Here comes the Stovepipe commercial,' period. So we cut down on the nicknames to put the message in its proper perspective."

Agency Approach

Discussing its approach to radio commercials, Guild, Bascom & Bonfigli, San Francisco, said "If a product story is exciting all by itself, you don't want to obscure that story. On the other hand, when you have nothing startling to say about your product, the listener's attention must be attracted and held by telling the product story in an entertaining fashion.

"We faced the latter situation in making a radio spot for Ry-Krisp crackers. We chose to stir up interest by means of a musical spot because our Ry-Krisp product was simple and fit well into lyrics. The agency looked for a singing group to perform the jingle. What we looked for, mainly, was entertainment value. Our eventual choice was the Kingston Trio."

Two reasons were given for the choice of the singing group. One, the fact that the trio had started to build a big name in show business. It was felt that when the spot opened with, "Here's the Kingston Trio," that it would immediately attract attention. Second, "a group like the Kingston Trio has such strong entertainment value that the listener's attention is held throughout the announcement. It is never enough to merely catch the ear of the listener; you've got to hang onto it or the whole point of the commercial—selling the product—is lost."

Trend Established

Whether or not the approach is off-beat humor, parodies of hit songs, interesting dramatizations or original music, there is every indication that radio commercials are more and more becoming a blend of Broadway and Madison Avenue. • • •

In New York, nothing takes the place of good music



nothing takes the place of WQXR

Where do New Yorkers turn for the best in music? To WQXR, of course. America's Number One Good Music Station is the favorite of more than 1,250,000 metropolitan area families. And a favorite of many of America's biggest advertisers, too. They use WQXR to make profitable sales to better-income families in the world's biggest market.

WQXR

Radio station of The New York Times
AM 50,000 watts, and FM

ANOTHER FIRST FROM CRC

"SING ALONG" JINGLES (VOL. 1)

12 STATION PROMOTION JINGLES  EACH JINGLE A PARODY OF A FAMOUS AMERICAN TRADITIONAL  YOUR AUDIENCE SINGS ALONG WITH YOUR STATION IDENTIFICATION JINGLE  TREMENDOUS PROMOTIONAL POSSIBILITIES   THE COUNTRY'S NEWEST CRAZE ♥♥♥ ♥♥♥ ♥♥♥

 *Write, wire or call now for Free audition.*

COMMERCIAL RECORDING CORP.

Box 6726, Dallas 19, Texas RI8-8004

piloted by WABC, New York, WIL, St. Louis, WRIT, Milwaukee, and KVIL, Dallas

Renewed Interest in Programming Fare Sparks New Activity in Program and Services Packaging

Program Services

The increasing demand among radio stations for more and more creative programming to supplement music and news formats has resulted in a flurry of new features from program packagers.

These features reflect the diversity of program material sought by stations today: there are programs of disc jockey chatter, talk and interview programs, sound libraries to tone up station programming and showcases for commercial messages.

Short Features Popular

And as the emphasis on tight production in programming continues, increasing numbers of new program releases are one minute or less in length. Although new 15- and five-minute shows are being released, the short features are being eagerly snapped up because they can be easily integrated into existing schedules.

However, a number of producers predict that the five-minute program will come back into vogue within two years, replacing the one-minute capsules which will have served their purpose: to put local radio in the highlight as a medium with top creative and informative programming.

A majority of the new material comes from firms that have been doing business for years, but it is significant that much of it emanates from new entries into the field of syndicated radio services. And producers, whether old-timers or newcomers, are more enthusiastic than ever over the mushrooming demand for these services.

Following is a rundown of what's happening in the way of new program production at various firms:

- A series of comedy vignettes for radio stations has been produced by Commercial Recording Corporation of Dallas, Tex. The features are less than a minute long and include personalities such as Mel Blanc, Hal Peary and Sterling Holloway.

The comedy features make up half of a two-part package sold as "Radio U.S.A." A series of twenty musical bridges of various lengths make up the rest of the package.

- From RCA Recorded Program Service, New York, comes a three-part package of one-minute automotive shows, tentatively scheduled for distribution early in 1961. Called the *Automotive Sales Library,* the package contains a total of 736 capsules ideally suited for sponsors in any line of the automotive field. One part of the library is a selection of 400 tips on auto care, delivered by Ed McCrea, with a 14- to 20-second sound effect opening. Each spot is toned away from technical language so that the layman may hear apt information on the care of his car.

Used car spots, 124 in all, give descriptions of the best mechanical features of car models from 1954 to 1959. Spots are in production now for 1960 models. Spots are from 35 to 40 seconds long, and suited especially for sponsorship by used car dealers.

Minute Motor Memos comprise the final part of the package. There are 212 in all, each one minute long, with more detailed information on car care.

The entire package sells for a minimum of $600 and a maximum

WKLO
LOUISVILLE

In LOUISVILLE
the Big Change
was - and
still is - to
WKLO
family radio
check and double check
your July - August
Nielsen—Monday - Friday
per broadcast
quarter-hours reveal
WKLO first from 6 a.m.
to 12 midnight
plus wonderful weekends
WKLO offers a perfect
audience composition
seven days a week for
consumer spendable
income.

robert e. eastman
& CO., inc.

national representative

AIR TRAILS stations are WEZE, Boston; WKLO, Louisville; WING, Dayton; WCOL, Columbus; and WIZE, Springfield, Ohio.

Program Services

of $3,000 a year. The package is sold on a 24-month basis. G. Norris Mackenzie, Ltd., Toronto, produced the series. RCA Recorded Programs has developed a series of 10 special promotion packages to promote the show with stations, advertising agencies and sponsors.

Another new entry from RCA is *Doctor's House Call,* a five minute series available for broadcast by stations five times a week. A noted physician gives medical advice and explains such ailments as heart disease. Symptoms only are described, and the listener is cautioned for the best advice to see a doctor.

Each program has an opening and closing, with additional time for a full length commercial. Prices for the series range from $20 to $300 a week.

Also in the works is a five-minute inspirational series, *The Joy We Share* narrated by Allan Roberts. The program will be available in series of 65 shows suitable for broadcast five times a week. It was produced by DDR Productions.

A new issue for the RCA Thesaurus Library breaks tradition with a 12 inch, 33⅓ r.p.m. disc, which is an improvement on the old 16-inch record. Each side of the record holds a quarter-hour of programming featuring tunes by top vocal artists Over 2,000 selections are in the basic library, to be released in March. Thesaurus records are distributed monthly.

• "The Big Sound" library, produced and sold by divisions of the Peter Frank Organization Inc., is now in its third year of distribution and has expanded to include 21 program and production aids. Two new programs included in "The Big Sound" are *Your Hollywood Reporter* and *Terry's Kitchen,* which can be customized to program from 10 seconds to half an hour.

"The Big Sound" provides programming aids for commercials, music, news, sportscasts and special events, featuring the talent of top stars. These are intros for temperature, time signals, weather and sportscasts. The library gives musical

WITHIN A STONE'S THROW
OF COMMUNICATIONS ROW!

One of New York's
most desirable locations
MADISON AVENUE
AT 52nd STREET

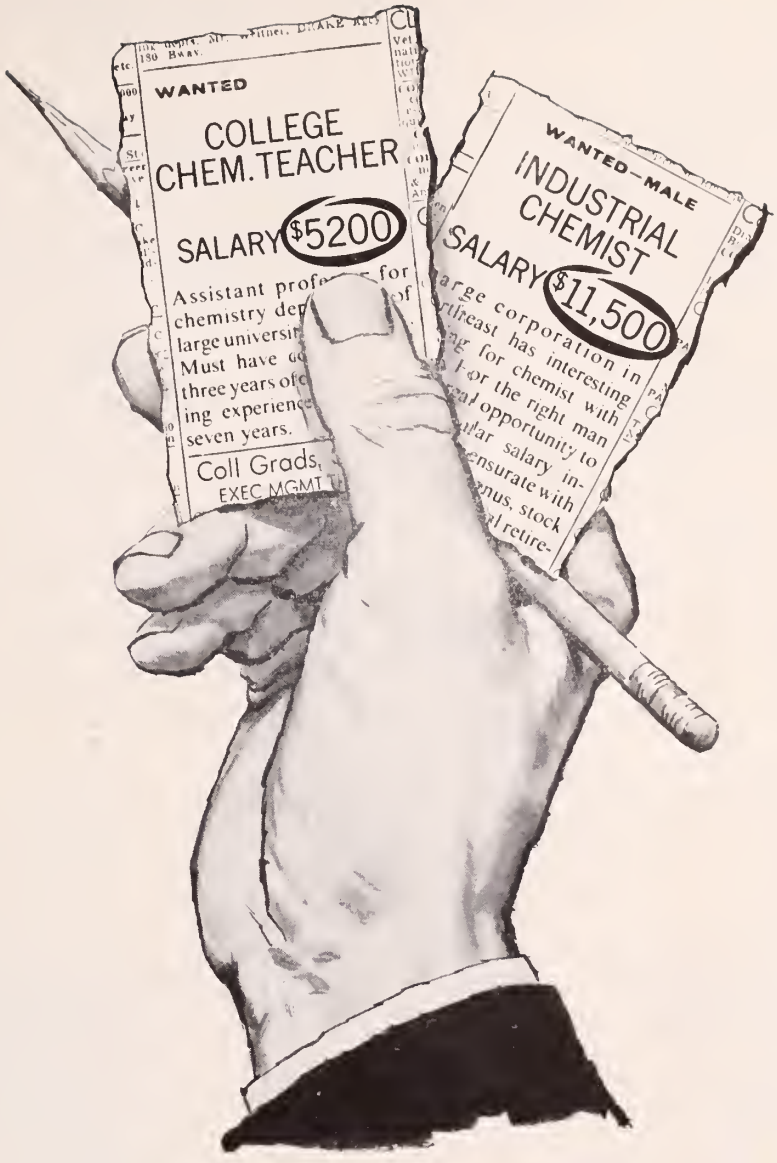


A Bigger and Better
Berkshire
HOTEL
Just steps from anywhere . . .
now with 500 individually decorated rooms and suites — and
completely air conditioned.



The magnificent new
BARBERRY
17 E. 52 St.
Your rendezvous for dining
deliberately and well . . .
open every day of the week
for luncheon, cocktails,
dinner, supper.

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KNOTT HOTELS



WHICH JOB WOULD YOU TAKE?

If you're like most of us, you'd take the job with the more tempting salary and the brighter future.

Many college teachers are faced with this kind of decision year after year. In fact, many of them are virtually bombarded with tempting offers from business and industry. And each year many of them, dedicated but discouraged, leave the campus for jobs that pay fair, competitive salaries.

Can you blame them?

These men are not opportunists. Most of them would do anything in their power to continue to teach. But with families to feed and clothe and educate, they just can't make a go of it. They are virtually *forced* into better paying fields.

In the face of this growing teacher shortage, college applications are expected to *double* within ten years.

At the rate we are going, we will soon have a very real crisis on our hands.

We *must* reverse this disastrous trend. You can help. Support the college of your choice today. Help it to expand its facilities and to pay teachers the salaries they deserve. Our whole future as a nation may depend on it.

It's important for you to know more about what the impending college crisis means to you. Write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.

ADVERTISING COUNCIL · PUBLIC SERVICE ·

Sponsored as a public service,
in co-operation with the Council for Financial Aid to Education

HIGHER EDUCATION
KEEP IT BRIGHT

THE DYNAMIC
NEW LEADER IN
SPANISH RADIO
KCCT
Corpus Christi, Tex.

Delivers the largest cumulative total of Spanish radio homes* over the 8-county Corpus Christi trade area . . . at LOWEST COST-PER-THOUSAND!

Example: 15 spots wkly — 91,045 homes wkly — $85 wkly — 92¢ M
*Spanish Pulse—May, 1960

KCCT
Corpus Christi, Tex.

Affiliate of
Texas Spanish Language Network
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Represented by
NATIONAL TIME SALES, N.Y. Chi.
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Represented by
NATIONAL TIME SALES
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Program Services

program themes, single record and album intros and comedy vignettes. The package also includes newscast introductions and headline background sound effects, with three- and four-and-a-half second pauses. Space age sound effects range from a single-tone news effect to a drum oscillator news effect.

The library, when originally started, featured two-minute star interviews; it now has, in addition to the sound effects library, a diversified service for disc jockeys (comedy vignettes, one-liners and other quick "drop-ins." The disc jockey material enables announcers to use commercial separators, musical cues and separators, time, temperature and weather reports.

Produced by Stars International, Hollywood, and sold by Richard H. Ullman Inc., New York, (both divisions of the Peter Frank Organization, "The Big Sound" is now distributed to 300 station subscribers in the U.S., Canada and Australia. Peter Frank, president, refers to the library as "Soundsmanship." He defines this as radio salesmanship, one of the keys to which is the entire process a station goes through to give itself a distinct sound image. The growth of radio, in the face of television, he feels, is largely due to the success stations enjoy in establishing their own unique sounds.

"The Big Sound" is provided to one station in a market, enabling it to develop or enhance a sound-image no station in its market can duplicate or copy.

A station that subscribes receives an initial package of 12 discs; each month it then receives five discs and four tapes. The current library has 8,886 individual program aids.

• Harry S. Goodman Productions, New York, has recently developed an umbrella concept for presentation of its complete line of one-minute features. Fourteen programs are listed under the over-all title *Listener's Digest.* Here is a complete run-down of the titles available in the digest: *Simple Science, Your Child and You, Your Guide to Good Health, Your Home Handy Man, Your Money and You, Miracle Gardening Tips, Dear Shirley,* (advice to the lovelorn), *Cal Timney Time* (humor), *Pardon My Blooper, How Come?* (e.g., how did "OK" get into the language?), *Sport Shorts, Boating Tips, Woman's World,* and *Young Hollywood.*

Each series is sold to either stations or sponsors for a period of 26 weeks. The number of capsules in each series ranges from 260 to 1,000. Prices are based on market population, and range from $6.60 to $100 per week.

Stations may buy an unlimited number of programs, and some are scheduling the featurettes as often as every 20 minutes. A station has exclusive rights to the service in its market; but any show sold directly to a sponsor may run on more than one station in a city.

• Radio Programming Service, Inc., New York, has offered for the first time a series of features entitled "Minit Mats." Currently the company has three programs in this series—one on the stock market, an-

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Une Atmosphère Élégante



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Lunch and Dinner Reservations
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Two new distinguished books come out of BMI's Award Winning Program Series

CONGRATULATIONS! To the more than 1,200 broadcasters who presented these program series over the past several years.

You should feel extremely proud of having played a vital role in the birth of these important books on American history.

LINCOLN FOR THE AGES



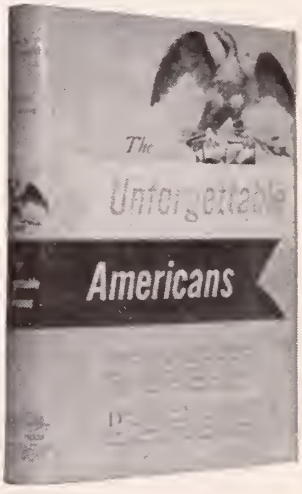
76 Distinguished Americans Tell His Story
Edited by
RALPH G. NEWMAN
Published by
Doubleday—**$5.95**

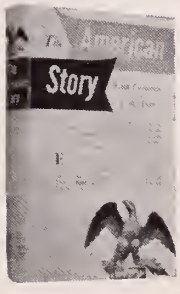
•

Chicago Tribune:
"Contributions are of outstanding excellence."
"Lincolniana of enduring merit."
Fort Wayne News Sentinel:
"magnificent book"

THE UNFORGETTABLE AMERICANS

Developed by ALLAN NEVINS as a Society of American Historians project
Edited by
JOHN A. GARRATY
Published by
Channel Press, Inc.
Great Neck, N.Y.
—**$6.00**





THE AMERICAN STORY

Edited by EARL SCHENCK MIERS
Published in 1956 by Channel Press, Inc.—**$5.00**
ALLAN NEVINS, eminent author, historian and twice winner of the Pulitzer Prize, in his Introduction to THE AMERICAN STORY, writes: "The book is unique, also, in that it grew out of an application of scholarly talent to the mass media...These papers, now somewhat revised, first reached the public over the radio. They were heard by audiences which certainly aggregated millions of people."

BMI

BROADCAST MUSIC, INC.
589 FIFTH AVENUE
NEW YORK 17, NEW YORK



A SILVER SPOON IS NOT ENOUGH

She may be born with "advantages" and raised with love—but there still can be plenty lacking. That is, if the school she goes to isn't good enough. Crowded classrooms, unqualified teachers, outdated equipment, inadequate curriculum—any one of these can shortchange your child's education and her future. Look into the quality of the schools she'll attend—work through your local committees or your School Board for their improvement. Doesn't she deserve the best?

Yardsticks for Public Schools

FREE BOOKLET! Measure the *quality* of education offered in your child's school. Find out how it compares with the best in the country...how you can make it better. For your copy—and free guidance on many school problems—write: Better Schools, 9 East 40th Street, New York 16, New York.

other on marriage counseling and a third on sports.

A one-minute stock market report heads up the three talk shows. Sam Shulsky, financial writer for a New York metropolitan daily newspaper, delivers the market report. The program is not of the news variety, but caters to general economic trends. The capsules come in a package of 260 programs, which are leased to the station for 52 weeks. The cost of the entire program is $300, or a little more than $1 per program.

Dr. Paul Popponoe is featured on the minute capsules on marriage counseling. This program is also distributed in a block of 260 features for 52 weeks.

Don Dunphy, noted sportscaster and fight announcer, does a series of minute capsules on sports which is distributed on a contract basis by arrangement with the station. Twenty sports features on current activities in sports are available for broadcast each week, at a cost ranging from $15 to $30 per week.

According to Miss Leslie Roberts, partner in the New York firm, several new "Minute Mats" are in the thought stages.

• More evidence of the trend toward talk features comes from George Skinner Radio Featurettes, New York, which now has in the works a series of five programs, all under one minute. The programs are designed for sale to national advertisers for use in national spot campaigns as well as to local stations.

Now in production are *Strictly for Men,* with Bert Bacharach; *Tips to Mother,* with Charles Heinmann and Betsy Pearson of Herald-Tribune Syndicated Box Features; *Wonderful World of the Automobile* with Ken Purdy; *The Glamour Point* with Kate Lloyd; and *Tasty Tips on Food* with Poppy Cannon.

The programs will be available for broadcast at the rate of 10 capsules per week, with a minimum contract length of 13 weeks.

George Skinner, who is director of programming services for the Katz Agency, New York, is supervising the production of the programs, which will be sold through Lang-Worth Feature Programs, New York.

• Program Development & Research Corp., a recent entry, is packaging a monthly service of capsule programs, approximately one minute long. Called "Informacast," the service provides researched scripts on various subjects that can be inserted anywhere in the regular schedule. The "Informacast" offers a basic library of 250 scripts, which is augmented by 50 new ones each month. There are bonus "Informacasts" during the year to cover special events.

Each script is categorized by subject matter so that it can be arranged in a binder that is provided. Subjects cover a wide range of topics —great literature, taxes, nature, boating, camping and outdoors, photography, auto care, cooking, gardening, health, money management and household hints, among others.

A leather-covered binder with dividers for the separate categories is also part of the basic service, which is made available on an exclusive basis to one station in its primary area.

A suggested way in which stations can use the "Informacast" service is by having, for example, a drug store chain sponsor health scripts or a hardware store sponsor the gardening hints.

Subscription rates for the service are based on U.S. Census population figures. According to the rate card, the cost varies from a low of $20 a month in cities of under 50,000 population to a monthly high of $75 for cities of over one million population. In cases of multiple station ownership, a discount of five percent is allowed for each additional station up to 20 percent.

• Public Affairs Radio Inc., New York, offers syndicated financial news, wrapped in two separate program packages. One is a 15-minute weekly survey, *Dateline Wall Street,* available for weekend broadcast at a flat rate of $17.50. The show gives a wrap-up of the week's news in the financial world, as well as a six-minute feature on one company.

A daily program, *This Is Wall Street*, is the most recent short offered by Public Affairs. Available in three separate time lengths—one minute, minute-and-a-half, and two-and-a-half minutes—the program is distributed daily Monday through Friday on regular phone lines by special arrangement. A stock market report direct from the New York Stock Exchange and a comment on the market by a financial analyst comprise the program. Rates for this feature range from $2.50 to $12.50 a day. Each report can be custom-tailored to the market.

The services of Public Affairs Radio are expected to be expanded as rapidly as possible to include other direct-voiced news reports (both domestic and overseas), discussion of public issues, coverage of public events and other public affairs programs.

Guthrie Janssen, the firm's president, declares that it is the company's intention to make available to stations a selection of quality voiced public affairs programs in a variety of lengths, styles and formats.

• Trand Associates, New York, a relatively recent arrival in the program packaging field, distributes two five minute shows to approximately 200 stations. Morton Katok, a Trand executive, estimates that 500 to 600 stations cater to feature material, and the number is increasing.

At Home with Virginia Graham is a daily five-minute feature for broadcast Monday through Saturday. Miss Graham discusses such topics as new products, men's gifts and food.

Celebrity Talk is a 10-minute interview program featuring Maggi McNellis. She conducts interviews with prominent personalities in the theatre, public affairs and other walks of life. The show is currently heard on 302 stations plus 180 outlets of the Armed Forces Radio Service.

Another show offered by Trand is *Weekly News Analysis* with John Cameron Swayze. The 10-minute show has two openings per local show for commercials. Mr. Katok reports that 85 percent of the sponsors on local stations are banks and insurance firms.

• Allen Sands Productions, New York, distributes three programs, all of the one-minute variety. The *Amy Vanderbilt Show* is packaged in a group of 130 one-minute features with tips on manners. Another one-minute show *Your Child and You*, formerly a five minute program is now packaged as a one-minute show of 260 features. Each capsule is narrated by a pediatrician who gives advice on young mothers. Now in 23 markets, it is adaptable to sponsorship by banks, drug stores, dairies and department stores.

Your Guide to Good Health is available in a package of 390 one minute capsules, and is currently running in 16 markets in the United States and Canada.

Allen Sands, president of the firm, sees a return to five minute features in the next few years.

• A combination of comedy and record hits is in the offing from C/Hear Services, Inc., New York. Sascha Burland, creator of the programs and president of the firm, points out that the capsules are of varied lengths, ranging from three-and-a-half to five minutes. Each program involves a one-minute dialogue that plays on an aspect of the record that follows. The programs can be scattered through the day, or grouped together for one program as long as a half-hour. From 50 to 100 features will be available in each package.

The series will be called *The Touchables*, and features Mr. Burland and Mason Adams (formerly Pepper Young on *Pepper Young's Family*).

• A new service that supplies both single records and albums in a program package is Record Source, Inc., New York. The records are chosen from the catalogs of over 60 record companies by Bernard Braddon, executive buyer for the Liberty Music Shops, New York, and authenticated by *Billboard*. Over 550 LP albums in sixteen different repertoire areas are available in quan-

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- **COLUMBIA**
- **JEFFERSON CITY**
- **MEXICO**
- **FULTON**

A tip to Timebuyers—

. . . There is a big prosperous Market a-way out in Missouri. New Industries coming in to KFAL-Land, bigger payrolls. More folding green in thousands of well-worn wallets. More telephones, More radios, More new homes, increasing populations in Central Missouri towns, More new cars, More of all the things that big manufacturers hope to sell . . . sell . . . SELL! That's what KFAL has—SELL!

. . . and "Smack in The Middle" of the Crossroads of the Nation! Dominating a vast moving audience, travelers, and vacationers going everywhere all year long . . . On U.S. 40, and U.S. 50—both transcontinental highways, and on U.S. 54 Chicago to the Southwest. From Border to Border in Missouri, KFAL RADIO reaches the great auto-radio, and portable-radio audience, with news, information and entertainment. Are you represented here?

Represented by John E. Pearson Co.

KFAL RADIO Tel: MIdway 2-3341
Fulton, Missouri
900 Kilocycles 1000 Watts

tities from 25 to 100. Cost of the albums runs to approximately $1.00 per album.

Albums cover the repertoire areas of popular, country, classical, semi-classical, jazz, opera, continental, band concert and march, rhythm and blues, religious, children, folk and chorale.

Record Source was formed earlier this year and is a division of Scott-Textor Productions Inc. Hal Cook, president, was a sales executive with several major record manufacturers previous to his association with RSI

Over 500 records are listed in a catalog from which a station may select for its programming. In addition to the yearly subscription service, popular albums are available on a basis of 10 new records a month, classical albums on a basis of five new selections a month.

• Programatic Broadcast Service, a division of Muzak, New York, produces up to 24 hours a day of automatic musical programming.

Programatic supplies the automated equipment as well as a monthly package of tapes. Each program unit is eight hours in length, with each hour divided into quarter-hour blocks. Each quarter-hour contains 13 minutes of music and two minutes of commercial time.

The music repertoire includes more than 10,000 selections, featuring the all-time favorites of adult listeners, plus new recordings of current adult favorites.

Provisions are made for the automatic injection of commercials, call letters, time signals. There are three optional plans for program insertion: 1) at both the mid-point and the end of every quarter-hour, of any length the station desires. Programatic music fades in at the conclusion; 2) Programatic cuts in and out of pre-recorded local programs and network lines at pre-determined times during the day; 3) automatically switch back and forth between program music segments and "announce" segments of any length.

Programatic each month supplies 18 different eight-hour music tapes for use during a 36-day period. With each supply of tapes goes complete information on titles, artists, music clearance and timing.

Purchase price of Programatic is $3,145, or it can be leased at a cost of $115 a month. The monthly charge for the tape service is based on market size and varies from $200 to $400.

• Roffman Associates, New York, is currently distributing three programs and has a fourth in production stages.

Adventures in Jobs, a 15-minute program of interviews with people from various occupations of unusual interest, has openings for two-and-a-half minutes of commercial time. The show is available in either script or transcription form for a minimum cost of $25 and maximum $100.

Business Clinic of the Air, a half-hour program suitable for once-a-week broadcast, touches on subjects such as how to start in business, how to advance in business and other guides to success. The show's price runs from $50 to $200, depending on the size of the market.

Cocktail Party, a 15-minute program, covers interviews with hosts and hostesses of celebrity cocktail parties. Taping is done at the party.

Each of the Roffman programs is sold on a 13-week basis.

• World Broadcasting Inc., Philadelphia, is continuing its emphasis, started two years ago, on production of commercial features. The latest series added to the World package is *Singing, Selling Sentences.* The "sentences" are usable by a variety of advertisers, giving broadcasters a singing phrase with four voices and instrumental backing. More "sentences" are in production for expansion of the service.

Coming up in February is a new series entitled *Activators,* which are big band "stings" in the modern manner. They provide stations with full-band flairs and flourishes usually associated with blue chip sponsor's commercials. *Activators* will be available in varied lengths. • • •

WING

THE SOUND THAT SELLS **DAYTON**

- 3rd Largest Market in Ohio
- Nation's 32nd Radio Market
- 23rd in Nation in Buying Power

Buy WING and you buy Dayton! WING carries more national and local advertising than any other Dayton station, because WING delivers more audience and sales!

REPRESENTED BY:
robert e. eastman & co., inc.



In these days of confusion . . .

. . . concerning "single," "national," "local" and "retail" rates, and flying charges and counter-charges of "rate-cutting" and "deals," the KSTP Gold Seal remains—as it has for 32 years—your pledge of honesty and integrity in the commercial operation of Radio and Television.



RADIO 50,000 WATTS **KSTP** **TELEVISION** CHANNEL 5

MINNEAPOLIS • ST. PAUL *Basic NBC Affiliate*

KOB AM-TV Albuquerque, New Mexico

W-GTO AM Cypress Gardens, Florida

Edward Petry & Company, Inc., National Representatives
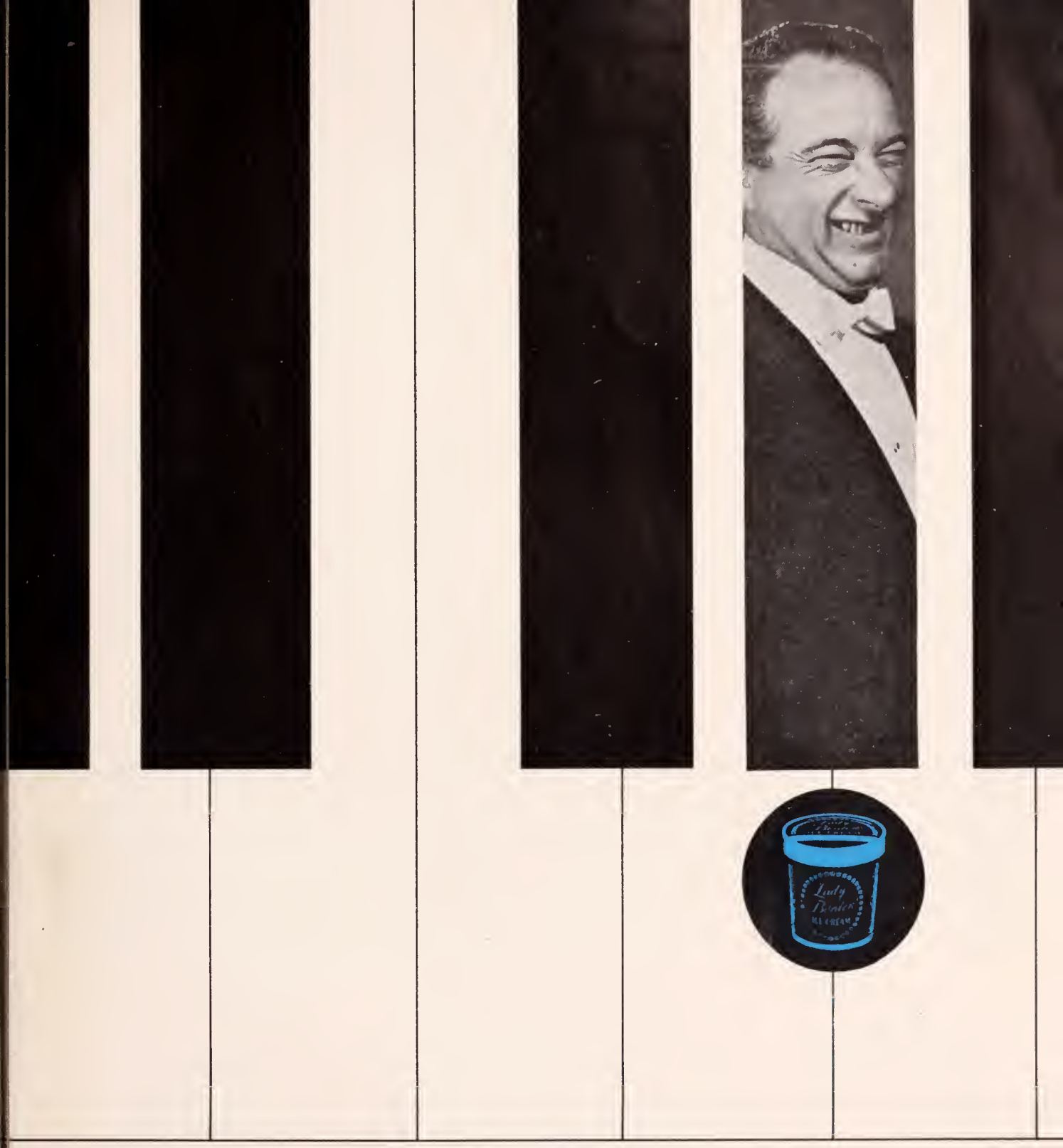


TTC—A symbol of service . . service that earns loyalty and acceptance from an audience . . service that offers a high degree of cooperation and guarantees integrity to its advertisers. In program planning, in daily operation, in creative public service, Transcontinent stations give depth to this symbol of service as they constantly strive to fulfill the finest objectives of broadcasting today.

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KFMB-FM, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.
WDAF-TV, WDAF AM, Kansas City, Mo

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The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N.Y. 17



ETUDE FOR ICE CREAM

Lady Borden has Victor Borge on a spot . . . in fact, on several spots, because spots are good for sales. And Victor Borge's good for spots—especially Lady Borden Ice Cream Spots. It's another example of how the Spot Medium has gone big time. Successful advertisers like Borden's know the power of spots well placed . . know the wonderful flexibility. Most likely you should be using the spot medium right now. Call your nearest H-R salesman. He's an expert on spot and will show you how spot will **work** for **you.**

H-R *Television, Inc. Representatives*

IF YOUR CLIENT IS THINKING OF SELLING FOOD IN NEW YORK

(and he should be; it's the biggest market in the U.S.)





START WHERE THE SELLING IS EASY

(easier because the N.Y. market is bigger than the next 3 combined)







START WITH WINSLAND

(the proven path for reaching these people)





WHERE THE MARKET IS HAPPILY HOMOGENEOUS

(all ages, all interests, all incomes)





No matter what walk of life they come from, WINSLANDERS have one thing in common. They **all** like to eat. They spend almost a billion dollars a year on food. Almost every minute of the day and night, WINS is the station in New York. MEDIA MORAL: If **you** sell something good to eat, sell it on WINS, the station that has the eager eaters.

For complete information call: WINS JUdson 2-7000

1010

WINS

NEW YORK

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